AUGUST 27, 1956 35c PER COPY

BROADCASTING TELECASTING

N THIS ISSUE:

25TH year

More proof of DOMINANCE!

Now ARB joins PULSE
in giving WXEX-TV:

- More ¼ hours than any other Richmond area station
- More top shows than any other Richmond area station

ARB: July, 1956; PULSE: May-June, 1956

WXEX-TV

Tom Tinsley, President **NBC BASIC—CHANNEL 8** Irvin G. Abeloff, Vice Pres.

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington.
Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

...NOT SEVENTEEN?

YES...WBRE-TV does have a 17 County Coverage

*318,000 TV sets in a 17 county area of 400,000 families totaling almost 2,000,000 population... The Nation's 24th Market! This vast Northeastern Pennsylvania Manufacturing and Agricultural market is reached with a Million Watts of Power, a full schedule of NBC picture-perfect programs and the best in local and regional News, Sports, Women's and Children's features. WBRE-TV's leadership shows 33% more coverage than the second station and 60 to 400% more than all others in the market. * RETMA Report of May, 1956

AN NBC BASIC BUY : National Representative : The Headley-Reed Co.

Counties Covered: *LUZERNE LACKAWANNA LYCOMING COLUMBIA SCHULYKILL NORTHUMBERLAND MONROE PIKE WAYNE WYOMING SULLIVAN SUSQUEHANNA BRADFORD UNION SNYDER MONTOUR CARBON*

WBRE
TV Channel 28
WILKES-BARRE, PA.

If your dog surprised you with a family of 17, you might exclaim "IMPOSSIBLE"..But we've checked with good authority and it has happened.

The TV Leader in Des Moines!

DES MOINES TELEVISION - CHANNEL 8 IN IOWA

FULL POWER
FULL COVERAGE

★ **337 FIRSTS**
in 462 quarter hours surveyed

★ **9 of top 10**
multi-weekly shows - local news ratings up to 35.4

★ **9 of top 10**
once-a-week shows

SOURCE: Latest A·R·B for Des Moines Metropolitan Area

CBS TELEVISION

A COWLES OPERATION

Katz Has The Facts On That—
Very Highly Audience Rated,
Sales Results Premeditated,
CBS Affiliated
Station in Des Moines!

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

ALL *packaged* . . . FOR *You!*

KRLD Radio

DELIVERS THE LARGEST AUDIENCE OF ANY STATION OR FREQUENCY IN THE GREAT DALLAS-FT. WORTH MARKET

Combined Hours 6:00 a.m. until
10:30 p.m. Seven Days A Week,
Pulse, February-March 1956

It's a very neat package — KRLD's dominant listening audience in The Dallas-Fort Worth Market, plus a blanket coverage of North Texas and Southern Oklahoma. No other Dallas-Fort Worth station has as many listeners as KRLD, between 6 a.m. and 10:30 p.m. 1080's audience is greater than SEVEN NON-NETWORK STATIONS *combined*, for the same period, and is 39.5% greater than that of the second Dallas-Fort Worth net-work station. KRLD Radio is the biggest buy in the biggest market in the biggest state — all wrapped up and ready to be delivered — to you!

BEST BET AVAILABILITIES ON KRLD

1 – 6 TO 6:15 P.M. NEWSCAST
Monday - Wednesday - Friday (7.5 Pulse Rating)

2 – JOLLEY FARM NEWS
12 to 12:15 Noon—Monday, Wednesday, Friday

3 – ATTRACTIVE PACKAGE ANNOUNCEMENT RATES
(on R.O.S. Basis)

4 – PERSONALITY PARTICIPATING PROGRAMS
1. 1080 Club with Salesman Chem Terry (morning) Daily
2. The Nick Paul Show — 4 to 5 P.M. Daily

For full particulars regarding these availabilities, check with

THE BRANHAM COMPANY
NATIONAL REPRESENTATIVES

KRLD radio

OUTLET FOR CBS RADIO NETWORK IN DALLAS AND FT. WORTH

50,000 WATTS SATURATES THE GREAT SOUTHWEST MARKET AREA

closed circuit.

PROMOTIONS AT NBC • All signs point to approval by NBC at board meeting Friday, Sept. 7, of recommendations understood to have been made by Booz, Allen & Hamilton—after months'-long efficiency study—calling for four new executive vice presidents to report direct to President Robert W. Sarnoff—all promotions from within. Mr. Sarnoff thus would have only half-dozen executives in direct line of contact; all other department heads would report to newly appointed executive vp's.

B•T

WHO WOULD BE new executive vice presidents at NBC? Best inside guesses are: Tom McAvity, in charge of programming; Charles Denny, now head of owned and operated stations and spot sales; David S. Adams, staff vice president and former assistant to Mr. Denny when latter was chairman of FCC, and J. M. Clifford, personnel management vice president who came over from RCA Victor. It's logically assumed that Many Sachs, staff vice president of both RCA and NBC, will continue as Mr. Sarnoff's advisor, along with Kenneth W. Bilby, vice president in charge of public relations, also reporting to Mr. Sarnoff.

B•T

AUTO BUSINESS STIRRING • Automakers driving away from radio-tv? Hardly. In wake of much ado about automotive upsurge in national spot radio, rumblings are being heard of Chevrolet, Chrysler and Pontiac about to sign for substantial short-term, saturation packages on network radio, as Detroit uncovers new 1957 models this fall. Chevrolet, Pontiac and Ford [B•T, Aug. 20] reportedly also looking over dotted line for additional network tv buys. Some of automotive's interest in network tv said to have been stimulated by major presentations made this summer in Autoland by Television Bureau of Advertising, ABC-TV and NBC-TV.

B•T

GLAD news for radio seen in station and advertiser reports reaching Radio Advertising Bureau's peripatetic salesmen-executives. Based on word they get on their rounds around country, they're predicting that spot and local business for second half of this year will be even better than in first half, when spot enjoyed 20% gain over first half of 1955 and local, while figures aren't available, was generally agreed to be well up, too. Network business also is showing new signs of resurgence.

B•T

GOP RE-RUNS • You may be seeing and hearing those Eisenhower and Nixon acceptance speeches again and again. Republican national convention addresses last Thursday night were filmed and taped and plan is to use excerpts in radio-tv spots.

B•T

NEW GAUGE of size and scope of tv will be forthcoming soon. Television Bureau of Advertising's sliderule experts are working up projections of total investment in tv advertising—time, talent, production at all levels—network, spot and local—for 1956. Current indications: 1955's total of $1 billion-plus will be exceeded by more than $200 million, for gain of about 20%.

B•T

RKO ON THE MOVE • Now advertising itself as "RKO-TV" in Hollywood film circles, major studio taken over from Howard Hughes by Tom O'Neil's General Teleradio last year and put back into high gear on feature production, is wiping out all doubt about tv potential. Old RKO-Pathe lot at Culver City, RKO's weapon in tv fight, has won Fred Niles Films (animated commercials) from General Services lot, and RKO is naming Alex March, former producer of CBS-TV *Studio One Summer Theatre,* as producer Sept. 1. His first assignment: to gather program material for unnamed top-budget series of tv anthologies to go before camera next year.

B•T

EVIDENCE that foreign market is growing brighter for Hollywood tv film producers is seen in reports that full hour anthology programs are showing in European theatres as second feature attractions after U. S. tv exposures. Foreign dubbing of U. S. tv serials is on upgrade too. Ziv Television's Ed Stern is in France this week to meet Ziv representatives at newly leased Paris studios on parlez vousing *Ziv's* Cisco Kid *and* Science Fiction Theatre *for fall showing on French RDF-TV network as well as Tele-Luxembourg, Tele-Monte Carlo and tv outlet in Brussels.*

B•T

WHO'S IN CHARGE? • Right of broadcaster to control station program content may be threatened in case pending before U. S. Court of Appeals (D. C.). WTTG (TV) Washington is defendant in suit by National Bible Knowledge Assn., asking for performance of contract because contract was cancelled when sponsor refused to delete material station considered objectionable. NARTB asked court for right to file brief but was turned down. Case was taken to appellate court by sponsor after district court refused injunction.

B•T

ONE of first of major toy manufacturers to line up pre-Christmas broadcast drive is Lionel Toy Corp., New York, which is expected to toss $400,000 into spot tv campaign in 80-100 markets, using "at least" 250 stations, starting immediately after Thanksgiving. Through Grey Adv., New York, Lionel plans to saturate each market with 35-55 weekly announcements.

B•T

FOX, GUILD DEALING • Deal by which Guild Films will acquire seven tv film series, including two in color, and enhance its capital assets by reported $2.5 million is virtually set and due for signing this week. Negotiations are with group represented by Matthew Fox of C&C Television Corp. and Motion Pictures for Television. In exchange for films, members of group —most of whom are not now active in tv —will acquire minority interest in Guild. Series involved include *Sherlock Holmes, Janet Dean, Duffy's Tavern, Junior Science, Paris Precinct, Flash Gordon,* and group of Tim McCoy westerns.

B•T

HOUSE Small Business (Evins) Subcommittee will release today (Mon.) record of hearings last March on uhf and alleged network influence over FCC, after delay last week laid to Government Printing Office. Attached as exhibits to record will be samples of network inter-office memoranda and correspondence with FCC, mainly involving CBS, subpoenaed from network files but never formally introduced at hearings. Other exhibits will be FCC answers to exhaustive questionnaire sent by subcommittee to Commission last December seeking "influence" data. Among questions still unanswered by FCC, according to subcommittee, is one on gifts, honorariums, etc., received by FCC members and staff [*B•T, Jan. 30*].

B•T

VANTAGE POINT • RCA Board Chairman David Sarnoff for first time in his half-century career, attended political conventions in person during last fortnight. In Hollywood after San Francisco GOP session he told B•T conventions were illuminating, but to really see and learn one does much better watching action on tv.

B•T

WITH Westinghouse Broadcasting Co. stations due to pull out of NBC Radio altogether yesterday (Sun.), NBC was still looking late last week for replacements in Pittsburgh and Boston—search that's been going on since early July. It's also still seeking new affiliate for Buffalo, where it's been without since WGR moved to ABC June 1. WBC stations—WBZ Boston, KDKA Pittsburgh, KYW Cleveland, WOWO Fort Wayne—dropped NBC daytime programming July 16, served notice they would drop rest of schedule Aug. 26, out of dissatisfaction with NBC programming policies. NBC has since signed WHK Cleveland and WKJG Fort Wayne. Officials say several discussions are in progress.

B•T

BLOCK SWITCH • Block Drug Co., Jersey City, N. J., reportedly is severing two-year relationship with Harry B. Cohen Adv., New York, Sept. 30. Products concerned—Amm-I-Dent toothpaste, Py-Co-Pay toothbrushes, NYTOL sleeping powder, and Green Mint mouthwash, all active radio-tv users to tune of $1 million annually, all in spot. Sullivan, Stauffer, Colwell & Bayles understood to head list of probable appointees. Others: Doyle Dane Bernbach, Emil Mogul Co., and Grey Adv.

ANNOUNCING

The Appointment of

JOHN BLAIR & COMPANY
as national representative for

WDGY,
Minneapolis-St. Paul.

John Blair & Co. continues in the representation of

WHB,
Kansas City

WQAM,
Miami

ADAM YOUNG INC.
as national representative for

KOWH,
Omaha.

Adam Young Inc. continues in the representation of

WTIX,
New Orleans

THE STORZ STATIONS

Todd Storz, President

WDGY,	WHB,	WQAM,	KOWH,	WTIX,
Minneapolis-St. Paul	Kansas City	Miami	Omaha	New Orleans

Represented by John Blair & Co.

Represented by Adam Young Inc.

at deadline

MGM FEATURES LEASED TO CBS, KING, TRIANGLE FOR MORE THAN $16 MILLION

MOTION picture giant Loew's Inc. announced Friday estimated $16-$20 million multiple leasing arrangements to tv for 725-feature film library of Metro-Goldwyn-Mayer product. Included were separate pacts with CBS owned-and-operated stations in New York (WCBS-TV), Chicago (WBBM-TV) and Milwaukee (WXIX-TV). Triangle Publications' four tv stations and King Broadcasting Co.'s two tv outlets.

Together with similar deal worked for licensing of MGM library to KTTV (TV) Los Angeles [B•T, Aug. 20], total sum comes to approximately $20-$25 million, believed to be biggest transaction of its kind ever conducted. All agreements were completed Thursday with KTTV-Loew's pact wrapped up that day.

Although prices on individual packages were not disclosed, it was estimated unofficially that CBS contract would run between $11 million and $13 million.

Purchase of station interest was involved only in KTTV arrangement, with Loew's paying estimated $1,625,000 for 25% of capital stock.

All leasing arrangements of MGM library are similar except for price. Stations receive exclusive, seven-year rental of films, permitting showing only in black-and-white; rights to include use of MGM trademark, Leo the lion; exclusion of "Gone With the Wind" (theatre exhibition only), "The Wizard of Oz" which sometime ago had been acquired by CBS-TV with options for renewal, and 40 other films being withheld for theatrical re-issue but to be made available eventually to tv. Also excluded are 900 short subjects and cartoons produced by MGM from 1929 to 1949. Features are pre-August 1948 product.

Contract with CBS was handled by William Paley, CBS board chairman, and Arthur M. Loew, president of Loew's Inc. Also included in arrangement are KMOX-TV St. Louis and WGTH-TV Hartford, providing FCC approves acquisition by CBS; otherwise, CBS will retain right to sub-license its commitment in either of these markets. CBS holds an FCC examiner's initial decision for ch. 11 in St. Louis, but there has been no final FCC action in that contested case. Network's purchase of Hartford property awaits FCC approval. KTTV's lease in Los Angeles excludes CBS's KNXT (TV) from CBS-Loew's pact.

Triangle Publications' *(Philadelphia Inquirer)* stations are WFIL-TV Philadelphia, WNHC-TV New Haven, WNBF (TV) Binghamton, N. Y., and WFBG (TV) Altoona, Pa. Arrangements for this group were handled by Charles C. (Bud) Barry, vice president in charge of tv for Loew's, and Roger Clipp, vice president and general manager of Triangle's Radio-Tv Division. King Broadcasting acquires film library for KING-TV Seattle and KGW-TV Portland, Ore. (now under construction). That pact was set by Otto P. Brandt, King Broadcasting's vice president and general manager, with Mr. Barry.

New agreements put crimp in Loew's dickering with General Teleradio Inc. for film library leases, although negotiations still alive. Loew's lease to CBS closed New York market. Loew's acquisition of ownership in GT's WOR-TV New York was possibility up to Thursday.

Triangle stations reportedly were ready to spend up to $500,000 in gigantic promotion-advertising effort to exploit use of films (also see KTTV's plans, page 74). All stations plan to start programming features in October when MGM will start delivery of prints.

Stressed by Mr. Barry and Mr. Loew was budding association of Loew's-MGM with CBS. Mr. Barry described multiple pacts as "most aggressive step yet taken" by Loew's in its "rapid time-table" (entry into tv field). He said that while Loew's now will not attempt to obtain station interests in either New York or Chicago, firm "will seek full complement" of tv stations, with "number of negotiations now in an active state for ownership participation." Implication was given that Loew's-MGM now would have close working association with CBS-TV, particularly in program creation.

Mr. Barry also said Loew's would "study carefully the possibility of a film network."

• BUSINESS BRIEFLY

MAJOR CANDY DRIVE • Walter H. Johnson Candy Co., Chicago, said to be preparing one of biggest tv spot drives in its history. Agency, Hicks & Greist, N. Y., reportedly will kick off massive saturation campaign Sept. 10 in East, and by mid-year 1957 will have blanketed just about every tv market in country. Products involved are Powerhouse candy bars and other sweets.

PERTUSSIN ON RADIO • Chesebrough-Ponds Inc., N. Y., which recently bought out Seeck & Kade, manufacturers of Pertussin (expectorant) planning fall radio campaign in approximately 75 markets. It will launch 26-week drive Oct. 1, adding another 13-week schedule on or about Jan. 1. McCann-Erickson, N. Y., agency for Chesebrough, indicated "some supplementary tv" also may be used starting in October.

SERIAL RETURNS • As part of its second $1.5 million (gross billing) contract for CBS Radio daytime shows [B•T, Aug. 13, 6], Colgate-Palmolve Co. (Ajax Cleanser, Colgate dental cream and Fab products) will sponsor five 7½ minute segments weekly of *Strike It Rich* (Mon.-Fri., 2:30-45 p.m. EDT), starting Sept. 3, marking return of that serial to network. Other part of second purchase will be applied to segments in *Backstage Wife, Our Gal Sunday* and *Second Mrs. Burton*, same shows in which C-P is buying segments under original $1.5 million contract. Agencies: Ted Bates, William Esty, Bryan Houston and Lennen & Newell.

TAREYTON TO GUMBINNER • American Tobacco Co., for Herbert Tareyton and Filter Top Tareyton, has named Lawrence C. Gumbinner Adv., N. Y., as its agency. Tareyton account formerly handled by Hackett Agency, now being dissolved with Montague H. Hackett's retirement from agency bearing his name, has overall billing of nearly $1 million.

FILM FOR CHUNKY • Chunky Chocolate Corp., Brooklyn, N. Y., will sponsor Television Programs of America's *Foreign Legionnaire*

(Continues on page 9)

Culligan Named Head Of NBC Radio Network

APPOINTMENT of Matthew J. Culligan, vice president and national sales director of NBC-TV, as vice president in charge of NBC Radio network is being announced today (Mon.) by NBC President Robert W. Sarnoff, effective immediately. Mr. Culligan succeeds Charles T. Ayres, who resigned earlier this month [B•T, Aug. 13].

MR. CULLIGAN

At 38, Mr. Culligan has won wide reputation for creating new techniques in tv network sales. He headed sales organization for *Today, Home,* and *Tonight*—all participations sales shows—and pioneered in creation of NBC Tele-Sales unit (which provides closed circuit facilities for NBC advertisers) before rising to NBC-TV national sales manager.

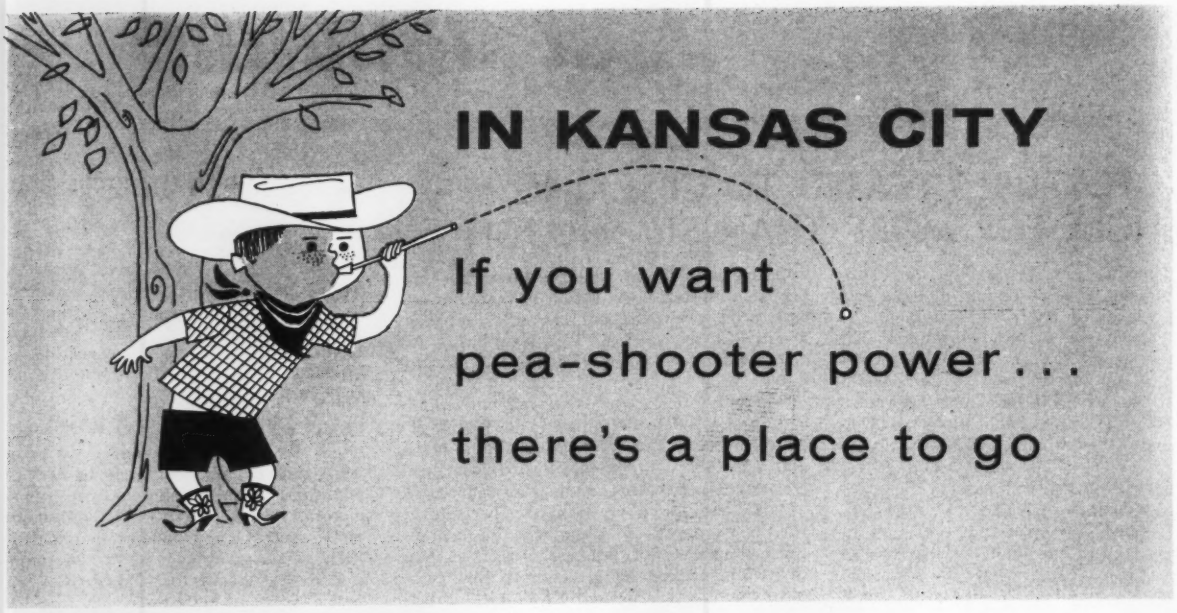
Notifying affiliates of Culligan appointment in closed circuit report Friday, President Sarnoff called attention to his own determination "to maintain the radio network as an important communications medium and to do everything possible to re-establish its rightful place in the industry."

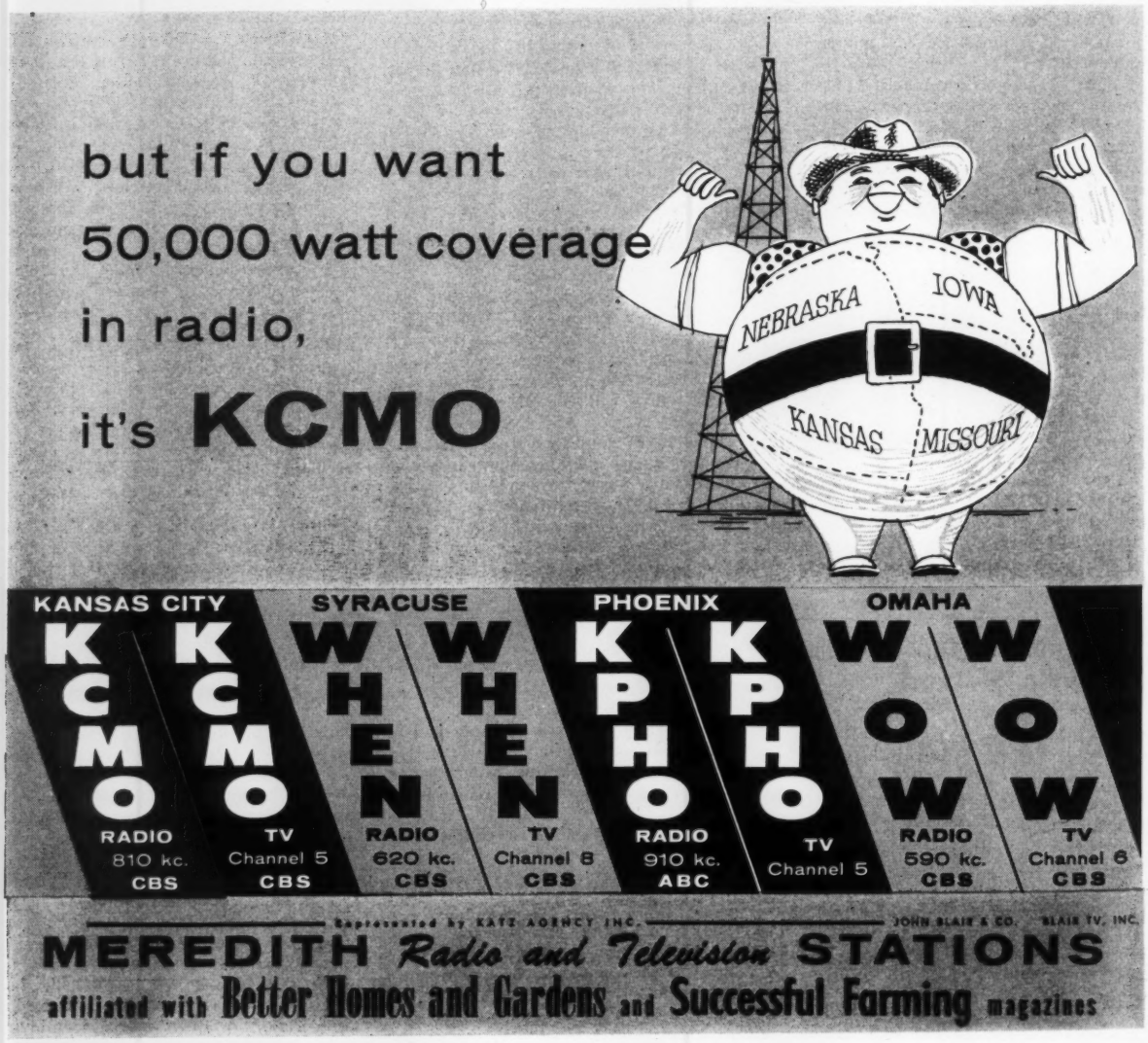
Satellite Show Set

PLANS for hour-long program to be sponsored by International Business Machines on NBC-TV coincident with launching of government's first earth satellite late next year are due for announcement shortly. Program will be presented in evening after satellite launching that morning, is expected to include films of launching operation and devote considerable time to history of rockets, scientific developments, etc. Production costs alone expected to be at least $250,000. IBM agency is Benton & Bowles.

Convention Sponsorship Boosts Westinghouse Sales

SPONSORSHIP of radio-tv coverage of political conventions apparently paid dividends for Westinghouse Electric Co., officials reported Friday as they completed check of sales figures for week of Aug. 13, when Democratic conclave was held. John J. Anderson, manager of major appliance division, said sales to dealers that week jumped 50% over same week of conventionless 1955. Moreover, he pointed out, during preceding week dealers were stocking up in preparation for convention rush; yet sales during convention week exceeded those of the stock-up week by 15%—indicating, Mr. Anderson said, that dealer volume during Democratic convention was considerably greater than many retailers had expected. Westinghouse was sponsor of CBS Radio and CBS-TV coverage of both conventions and will also underwrite election night coverage as well as special interim programs.


IN KANSAS CITY
If you want
pea-shooter power...
there's a place to go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50,000 watt coverage
in radio,
it's KCMO
NEBRASKA
IOWA
KANSAS
MISSOURI
KANSAS CITY
KCMO RADIO 810 kc. CBS
KCMO TV Channel 5 CBS
SYRACUSE
WHEN RADIO 620 kc. CBS
WHEN TV Channel 8 CBS
PHOENIX
KPHO RADIO 910 kc. ABC
KPHO TV Channel 5
OMAHA
WOW RADIO 590 kc. CBS
WOW TV Channel 6 CBS
Represented by KATZ AGENCY INC. JOHN BLAIR & CO. BLAIR TV, INC.
MEREDITH Radio and Television STATIONS
affiliated with Better Homes and Gardens and Successful Farming magazines

at deadline

G. E.'s Morlock Wants New Allocations Study

IMMEDIATE allocation study of entire radio spectrum called for Friday night by William J. Morlock, general manager of General Electric Co.'s Technical Products Department, Syracuse. Pressure groups and publicity have centered attention on uhf-vhf allocation problem when in reality basic problem encompasses effective use of entire spectrum, he asserted. He urged overall study be made "lest future progress in the nation's communications system grinds to a halt."

In address prepared for delivery to eighth graduating class of Syracuse U's Radio and Television Center, Mr. Morlock noted that latest allocation study was made by industry-formed Radio Technical Planning Board in conjunction with FCC in 1941; said that since then "expansion of the communications field in the electronics industry has been so rapid that future growth is being seriously curtailed by lack of spectrum space in many services." Electronics industry, he ventured, again would cooperate with FCC in overall allocations study.

He singled out emergency services (police, fire, etc.) and common carrier operations among those handicapped for lack of additional space under current allocations, aside from tv problem.

WHAM Changes Hands

OWNERSHIP and operation of WHAM-AM-FM-TV Rochester, N. Y., is to be assumed today (Monday) by Transcontinent Television Corp., according to David C. Moore, president of TTC. Within few days Riggs & Greene Inc., operating WELM Elmira, N. Y., KVOR Colorado Springs and WAIR-AM-FM Winston-Salem, N. C., will take over WHAM-AM-FM, bought last June. TTC acquired WHAM group last spring for $5.1 million, from Stromberg-Carlson Corp., General Dynamics Corp. division. William Fay, longtime WHAM general manager, will continue with WHAM-TV along with other key personnel. WHAM-TV call letters are to be changed. TTC operates WSVA-TV Harrisonburg, Va., and WGR-TV Buffalo.

Whitney Financing Filed

PURCHASE of Universal Broadcasting Co. stations in Indianapolis (WISH-AM-TV) and Fort Wayne (WINT [TV] and WANE) for $10 million by J. H. Whitney & Co. (see story page 27) will be financed by bank loans, stock and Whitney advance, according to FCC application filed late Friday. First National City Bank of New York is loaning $2.5 million at 4% interest for three years. Bankers Trust Co. is loaning $5 million at 4½% interest for five years. Whitney firm, besides advancing $1 million to its new wholly-owned Indiana Broadcasting Corp., will subscribe to 250,000 shares of $1 common stock and 12,500 shares of 5% cumulative preferred stock at $100, or $1.5 million.

TRENDEX PICKS GOP

TV coverage of Republican convention outdrew Democratic coverage, according to Trendex report Friday.

Monday-Friday average rating for Republicans was 34.4, for Democrats 29.9. Norm for year in same periods is 34.6.

Monday-Friday average sets-in-use for Republicans was 48, for Democrats 42.4. Conventions increased sets-in-use for which normal figure is 41.5.

Examiner Recommends FCC Finalize WLBR-TV Sale

AN FCC hearing examiner Friday recommended that Commission affirm its November 1955 action approving purchase of ch. 15 WLBR-TV Lebanon, Pa., by Triangle Publications Inc. Initial decision, issued by Examiner J. D. Bond, recommended denial of protests to purchase filed by four Pennsylvania uhf stations —WCMB-TV (ch. 27), WHP-TV (ch. 55), WTPA (TV) (ch. 71), all Harrisburg, and WHUM-TV Reading. Triangle (Walter H. Annenberg and family) bought WLBR-TV from Lebanon Tv Corp. for $115,000 plus assumption of $125,000 in obligations, proposing to operate station as partial satellite of Triangle's WFIL-TV Philadelphia, until full local programming is feasible.

Protestants had charged among other things that purchase would give Triangle undue concentration of media control, that WLBR-TV would be used in "bonus" arrangement with WFIL-TV and that satellite plans would preclude establishment of local tv service in Lebanon. Examiner Bond said all charges were untrue. He reasoned that Triangle utilization of ch. 15 (dormant since 1954) would provide needed local service.

Triangle owns WFIL-AM-FM-TV; WNBF-AM-TV Binghamton, N. Y.; WNHC-AM-FM-Tv New Haven, Conn., WFBG (TV) Altoona, Pa., 50% of WHGB Harrisburg, and publishes *Philadelphia Inquirer, Tv Guide* and other publications.

Capitol Music Library Offered to Radio-Tv's

IN what amounts to virtual entry into music library service field for radio-tv stations in competition with long-established firms like Associated Program Services (Muzak subsidiary), BMI, RCA Thesaurus and Sesac, Capitol Records Inc. has announced offer of its full basic popular record output (guarantee of 70 albums annually) plus cue sheets, background notes and file cards to stations for $15 per quarter to cover handling costs.

Basic package of 70 best-selling albums is available for flat $1.60, Hollywood record firm said. Single popular records will continue to be available on no-charge basis. Record firms previously have not been successful in charging stations for promotional records but Capitol is said to be first to attempt "library service" of album on handling-cost basis.

PEOPLE

PETER B. JAMES, manager of WJAR-TV Providence for past 18 months, resigns effective Sept. 1. **GEORGE O. GRIFFITH,** vice president and treasurer of Outlet Co., licensee of station, will assume managerial duties. Mr. James and wife will leave for two-month tour of Europe Sept. 8.

DAVID J. HOPKINS, sales director of CBS-Columbia, named vice president and general executive of McCann-Erickson, effective Sept. 17. He will be assigned to agency's planning and development division and report to Staff Vice President Anthony Hyde.

KINGMAN T. MOORE, of Young & Rubicam, and before that with Benton & Bowles and NBC, to tv-radio department of Ted Bates & Co. as a supervisor. He will be assigned to agency's Hollywood office after temporary assignment in New York office.

BYRON GOODELL, formerly with Meeker Co., station representative, to NBC Spot Sales, N. Y. Mr. Goodell also has been with CBS in administrative capacity.

DONALD GOLDSMITH, account executive, CBS-TV Film Sales, Chicago, named office manager, succeeding **WILLIAM PERKINSON,** recently appointed manager of Los Angeles office of CBS-TV Film Sales.

BUSINESS BRIEFLY

(Continues from page 7)

syndicated tv film adventure series in approximately 15 midwest and northeast markets beginning Sept. 15. At same time, Chunky will launch 10-second ID test run in five or six markets. Grey Adv., N. Y., is agency.

TOP MAKET COVERAGE • Lever Bros'. Lifebuoy deodorant soap will launch its regular eight-week fall radio campaign Sept. 17 throughout top U. S. markets. Well over 100 stations are said to be scheduled. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

FALL CAMPAIGN • Howard Stores Corp., national chain of 83 clothing shops, expected to resume broadcast advertising in mid-October when it launches 13-week radio spot campaign in eastern markets and possibly Midwest. Peck Adv., N. Y., is agency.

SPUD SPLURGE • Philip Morris Co., N. Y., expected to wrap up last of introductory campaigns for its revived brand, Spud mentholated cigarettes, starting Sept. 10 when it launches four-week tv spot campaign in Philadelphia, Washington, D. C., Baltimore, Richmond, Norfolk, and Louisville. Agency: Ogilvy, Benson & Mather.

MONTANA LINEUP • Great Falls Brewery, through Wendt Adv., both Great Falls, Mont., has purchased ABC Film Syndication's *Kieran's Kaleidoscope* for showing on KOOK-TV Billings, KGVO-TV Missoula, KXLF-TV Butte and KFBB-TV Great Falls, all Mont.

DOVE ENTERS CHICAGO • Lever Bros.' new beauty soap, Dove, enters Chicago with 52-week tv introductory campaign on four stations starting today (Mon.). Campaign, conducted through Ogilvy, Benson & Mather, is being supplemented by four-week radio drive starting same day.

SIMONIZ SPOTS • Simoniz Co., Chicago, buying "few selected markets" for 10-week radio spot campaign for "SNS" (non-scuff) floorwax starting Sept. 10. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

the week in brief

$16 MILLION IN STATION SALES

Whitney gets McConnell properties (WISH-AM-TV Indianapolis, WANE-WINT [TV] Fort Wayne) for $10 million; sales of WIND Chicago and WEHT (TV) Evansville, Ind., just about complete 27

CONVENTIONS: CHANGE NEEDED?

End of party nominating conclaves leaves many broadcasters and politicians with feeling that something must be done to streamline overlong sessions 28

STEVENSON ON ALL-NETWORK START

Democratic presidential candidate will kickoff his campaign Sept. 13 with simulcast on four radio and three tv networks 36

TV NETWORK GROSS UP 20%

Increased automotive advertising sparks rise in gross time sales of television networks for June and first six months of this year over last 40

MENTHOLATUM'S TIME BUYS

Cold remedy maker allocates over $500,000 for fall-winter spot campaigns on radio and television 49

BORG'S ONE-DAY TV DRIVE

Wisconsin fabric firm allocates $20,000 for its tv debut in 28 cities, with campaign concentrated into a single day 64

FILM SALE NETS $15 MILLION

Warner Brothers Pictures Inc. tells stockholders that the $21 million sale of its library to PRM produced profits of $15.25 million after taxes 68

WOR-TV PROGRAMS 88% FILM

General Teleradio New York tv station negotiating for lease of MGM library as it revamps schedule for mostly film programming 69

TV-SPORTS CENTER PLANNED

Queens County (N. Y.) Chamber of Commerce announces plans to construct a $500 million "tv and sports center" 78

FOOTBALL BROADCASTS SET

Radio and tv stations together with sponsors complete plans for covering 1956 fall gridiron season of college and professional teams 80

'OMNIBUS' ODYSSEY

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*Reg. U. S. Patent Office

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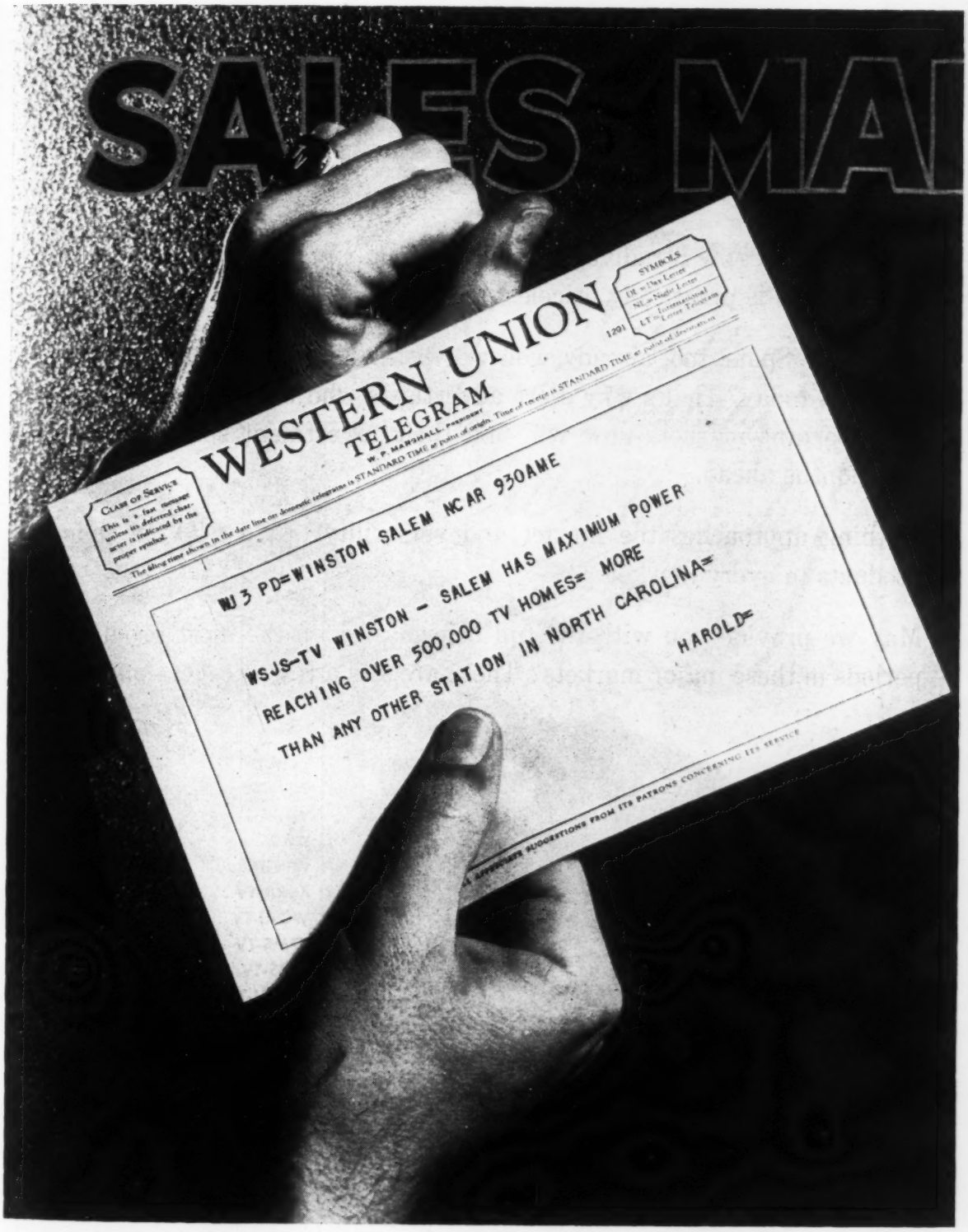
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WESTERN UNION
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W. P. MARSHALL, PRESIDENT
SYMBOLS
DL = Day Letter
NL = Night Letter
LT = International Letter Telegram
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This is a fast message unless its deferred character is indicated by the proper symbol.
WJ 3 PD=WINSTON SALEM NC AR 930AME
WSJS-TV WINSTON - SALEM HAS MAXIMUM POWER
REACHING OVER 500,000 TV HOMES= MORE
THAN ANY OTHER STATION IN NORTH CAROLINA=
HAROLD=

WSJS-TV

channel 12

CALL HEADLEY-REED, REP.

WINSTON-SALEM

NBC AFFILIATE for WINSTON-SALEM GREENSBORO HIGH POINT

So FEW Stradivarius violins remain today, the value of these fine instruments is practically priceless.

Many TV Spots, too, already well worth their cost last year, are practically priceless today. That's why alert advertisers who secure Spot TV franchises in important markets now will find their investment spiraling in value in the months ahead.

Nothing approaches the impact and versatility of Spot TV in selling your products in every market.

May we provide you with the full information on the most productive time periods in these major markets? There are still a few excellent ones available.

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WBAL-TV ..... Baltimore	WSM-TV ..... Nashville
WGN-TV ..... Chicago	WTAR-TV ..... Norfolk
WFAA-TV ..... Dallas	KMTV ..... Omaha
WESH-TV ..... Daytona Beach	WTVH ..... Peoria
WTVD ..... Durham-Raleigh	KCRA-TV ..... Sacramento
WICU ..... Erie	WOAI-TV ..... San Antonio
KPRC-TV ..... Houston	KFMB-TV ..... San Diego
WHTN-TV ..... Huntington	KTBS-TV ..... Shreveport
WJHP-TV ..... Jacksonville	WNDU-TV ..... South Bend
WJIM-TV ..... Lansing	KREM-TV ..... Spokane
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KMPC

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KMPC leads all twenty Los Angeles independents and three networks in share of audience,* at one of the lowest costs-per-thousand in the whole U.S.

* The Pulse, Inc., May-June, 1956, 6:00 A.M. to Midnight, Monday through Sunday, shows KMPC with an average 12.6 share of audience.

KMPC

710 kc Los Angeles

50,000 watts days — 10,000 watts nights
Gene Autry, President
Robert O. Reynolds, Vice-Pres. & Gen. Mgr.

REPRESENTED NATIONALLY BY AM RADIO SALES COMPANY

IN THE PUBLIC INTEREST

KMAN's Tips for November

KMAN Manhattan, Kans. added a number of pluses to its coverage of the August primary election. Free transport to the polls was provided voters in KMAN's Mobile Mike. Latest tabulations were reported by Mobile Units direct from each polling place, and after sign-off time at 7:30 p.m., the public was invited to the station auditorium for free refreshments while watching the tabulation board. Entertainment was provided for them by means of recorded music and interviews from the local scene. Long-distance calls to state officials were heard over the speaker system, and three telephone lines were kept humming with calls from interested parties.

WTIX Gives Quick Aid to Visitors

INSTANT ASSISTANCE was given by WTIX New Orleans when a listener called Eddie Clarke, "The Morning Mayor," to say that her Arizona visitors, Mr. and Mrs. Armond Angulo, had left a suitcase behind containing travelers' checks. She described the car, but didn't know the license number. WTIX listeners were immediately given the description of a car with Arizona license plates. Within six minutes, a woman listener called to say she had spotted the car at City Park and stopped the Angulos and told them of their loss.

WAPA San Juan Bears Hurricane

THE ARRIVAL of Hurricane Betsy in Puerto Rico a fortnight ago kept station WAPA San Juan going forty-eight hours. Destruction was fairy widespread, especially to coffee, tobacco and sugar cane plantations on the island. WAPA was busy before, during and after the storm hit, broadcasting government and U. S. Weather Bureau bulletins and emergency advice to citizens.

WERE Helps 4-H Fund

A PENNY-FOR-PENNY match of fair-goers' contributions to a 4-H Club scholarship award at The Cuyahoga County Fair has been made by WERE Cleveland. That meant the station had to lay out 28,595 of the copper coins. Pennies were placed in a 20-foot pole of transparent plastic. Atop the pole was WERE's Phil McLean to broadcast his nightly five-hour show from the fairgrounds. A hydraulic lift was installed to carry visitors to the top of the pole along with their pennies. Bands, vocalists, comedians and recording artists appeared on the WERE shows as a public-address system broadcast day-long activities and commercials over the fairgrounds.

Patients Plead Own Case

FOR better than a year WPAG-TV Ann Arbor, Mich., has been shedding light on the long-shrouded problem of mental health with its *Know Your State Hospital* program carried sustaining for 15 minutes each week. Ypsilanti State Hospital staff and patients themselves appear on the programs illustrating hospital services, an experience which, says the hospital, "has proven to be definitely therapeutic for our patients . . ." Officials have commended WPAG-TV for "its responsible action in facilitating community education regarding mental health programs and facilities."

Kiwanis Radio Day

KIWANIS RADIO DAY, tried out this year in Kewanee, Ill., is planned as an annual event. WKEI Kewanee, hearing that local Kiwanis Club funds were depleted by heavy demand for assistance to needy boys and girls, offered facilities for the special promotion. Kiwanis members sold radio advertising at regular rates, and used the earnings to refill the charity coffer. During Kiwanis Radio Day, members broadcast during an entire day, with WKEI operations in all phases handled by Kiwanians.

In Support of 'Jimmy Fund'

A TOUR of Boston area drive-in theatres is planned by WBZ-TV's Big Brother Bob Emery. Along with Red Sox star Ted Williams and WBZ sportscaster Curt Gowdy, he'll appear to collect for the "Jimmy Fund" for children's cancer research. Dr. Sidney Farber, scientific director of the Children's Cancer Foundation, has already been presented a check for $26,186.32 collected earlier by Big Brother over WBZ-TV.

Grand Prize Is Grand Tour

A WARNING to "Remember: haste makes wakes; use brains instead of brakes," won for George J. Mayer of Clarksville, Iowa, listener to KSMN Mason City, Iowa, a trip for two to Europe for 32 days. Award of the grand prize climaxed a 15-week safety contest on KSMN which also featured several prizes each week. All expenses for the grand prize were underwritten by KSMN.

MD Telethon Planned

WGR-TV Buffalo, in cooperation with the 1956 Muscular Dystrophy campaign, will air a 16-hour fund-raising telethon Sept. 15-16 direct from Buffalo's Memorial Auditorium. Proceeds of the program will go to the Western New York Patient Service Program, the Muscular Dystrophy Association and other groups working on various aspects of MD.

MILESTONES

WWRL 30 Years Old

WWRL New York, foreign language station serving the metropolitan area, enters its 31st year today (Monday). The station—one of the pioneers of broadcasting—received its license from Herbert Hoover, then Commerce secretary, in mid-1926 and actually began broadcasting on Aug. 26, direct from the living room of its founder and president, William H. Reuman. Its first foreign language program—launched in 1928—was a 60-minute German broadcast aired on Sundays.

► HARRY NIGOCIA, WJBW New Orleans disc jockey, has celebrated his 30th year with the station.

► WBOW Terre Haute, Ind., has celebrated its 29th birthday.

► NAT L. COHEN, station manager, WGR Buffalo, celebrates his 25th year with the station this month. WAYNE A. CHILSON, WGR supervisor of technicians, has celebrated his 27th anniversary with the station.

► WOW-TV Omaha, ch. 6, will observe its seventh anniversary Aug. 29.

► *Community Auditions,* WBZ-TV Boston's showcase for young talent (Sunday, 12:30 p.m.), has celebrated its sixth birthday.

HAVE YOU HEARD?

WGMS

5,000 W on 570 KC

is now the

MUTUAL NETWORK

station for

WASHINGTON, D.C.

NOW . . . an MBS-*owned and operated* station for the very first time for the vital Washington market.

NOW . . . new listeners for the best of Mutual programming added to the vast, loyal Good Music audience.

Wendell B. Campbell — National Sales Mgr. — New York

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St. Louis, Mo., 7 N. 7th Street • Los Angeles 28, Calif., Guaranty Bldg. — 6331 H'wood Blvd. • San Francisco, Calif., 593 Market Street

STRIP FOR ACTION ... *with TV's*

★ *Consistently out-rates competitors*

★ *Each show a full hour ... loaded*

GENE A

most profitable hour strip!

*—man or mouse!**

with spot advertisers daily!

OUTRY 56

hour-long features

made by Republic Pictures Corporation and available to local advertisers and stations from

★ *50% adults every time— a daytime bonanza!*

★ *National spot advertisers galore – all ridin' high with the "Best from the West"... Alka Seltzer, Montgomery Ward, Arrid, National Dairies, Chef Boy-ar-dee, Poll Parrot Shoes, Reddi-Wip, Prince Macaroni, Hostess Cup Cakes, Top Value Stamps, and others (more on next page).*

* **Who's afraid of the big, bad Mouse?**

June ARB's tell an amazing story. Please ask us for it.

STATIONS! Buy this series along with MCA TV's Western Features starring Roy Rogers (next page) for a rootin'-tootin'-shootin' package of 123 first-run, year-round spot carriers.

STRIP FOR ACTION ... *with TV's*

★ *Consistently out-rates competitors*

★ *Each show a full hour . . . loaded*

ROY RO

most profitable hour strip!

*–man or mouse!**

with spot advertisers daily!

GERS

★ *50% adults every time— a daytime bonanza!*

★ *National spot advertisers galore – all ridin' high with the "Best from the West"... Wonder Bread, Nabisco, My-T-Fine, Baker's Chocolate, Bosco, Toni, Revlon, Snow-Crop, Robert Hall Clothes, Beeman's Gum (more on previous page).*

* **Who's afraid of the big, bad Mouse?**

June ARB's tell an amazing story. Please ask us for it.

STATIONS! Buy this series along with MCA TV's Western Features starring Gene Autry for a big total of 123 first-run, year-round spot carriers.

67

hour-long features

made by Republic Pictures Corporation and available to local advertisers and stations from

MCA TV

AMERICA'S NO. 1 DISTRIBUTOR OF TELEVISION FILM PROGRAMS

Film Syndication

Memo from:

B. C. BARTH

FYI—
In the South Bend
-Elkhart market
more than half
the top-rated
weekday programs
between 3:30
and 11:30 P.M.,
both local and
network, are on
WNDU-TV!

Call Edward Petry
& Co.— Today

Source: ARB February

Bernie Barth, Gen. Mgr.
Tom Hamilton, Sales Mgr.

NBC

WNDU·TV
CHANNEL 46

Graphic

EDITOR:

As always, I enjoyed reading this week's [Aug. 13] copy of B•T.

The report dealing with "Films for Fall" was enlightening and gave me, personally, a graphic picture of our over-all competition for the coming year . . .

Your publication continues to do an excellent job, so all that's left is for me to wish you every possible success.

Arthur Gross, Asst. to Pres.
Guild Films, New York

Surprise

EDITOR:

I was surprised, pleased and frankly flattered to see the story in the ON ALL ACCOUNTS column of June 18. . . .

Your coverage of news and notes in the field is excellent. Know that all the alert people on my side of the desk feel the same way and depend upon B•T to keep up with what is going on around them.

Mildred P. Wrenn, Media Dir.
Richard N. Meltzer Adv. Inc.
San Francisco

Happy Birthday

EDITOR:

You may have already spotted the fact that Aug. 26 is Lee de Forest's 83rd birthday, but if not, I am sure you won't mind my calling your attention to it. This year, of course, marks the 50th anniversary of the invention of the audion tube.

Lee and his lovely wife are traveling in Europe. I have just had a note from Lee from Innsbruck, Austria, dated Aug. 12, in which he says he is driving from there to Salzburg for the music festival and then to Vienna, where he has never been and where he will celebrate his 83rd birthday with a waltz.

Carl Haverlin, Pres.
Broadcast Music, Inc., New York

A Teenager Speaks Up

EDITOR:

In the Aug. 20 B•T there appeared a letter dealing with the problem of music balance in relation to the demands of certain segments of the listening audience. . . . Mr. Terrell said: "Teenagers, and others of similar mentality, provide the biggest response to any popular music programming. . . ." He went on to draw the conclusion that any music program designed to cater to this response. "results in the degeneration of the station's music to the lowest common denominator. . . ."

I am forced by my position as a teenager to ask Mr. Terrell some pointed questions. First, what does he mean by "teenagers, and others of similar mentality?" Surely he cannot be so reckless as to apply to all teenagers a status of mentality below that of the general population. He cannot be so unkind, or so incorrect as to believe that teenagers as a group are some sort of lower class which must be kept down for fear that its primitive tastes will rot the entire culture. . . .

The second comment has to do with Mr. Terrell's personal views about types of music, which he slyly attempts to pass off as general truths. Do not assume for a moment, Mr. Terrell, that everyone concurs with your blanket condemnation of music enjoyed by "teenagers, and others of similar mentality." It is true that we enjoy popular music. It is true that today's current popular music is largely rock-and-roll. But it is not necessarily true that rock-and-roll is the "lowest common denominator" of music.

Finally, apart from his comments about teenagers and common denominators, Mr. Terrell suggested the advisability of allowing the FCC to set up and enforce a program of greater broadcast material control. Any such idea horrifies me, as it does thousands of radio and tv broadcasters who even now are viewing with gimlet eye the increased monitoring activities of the Federal Trade Commission. Surely, Mr. Terrell, you will allow us to handle our own affairs in the industry without calling in any federal agency. The present FCC restrictions are quite enough, I should think. We have no need of further bans.

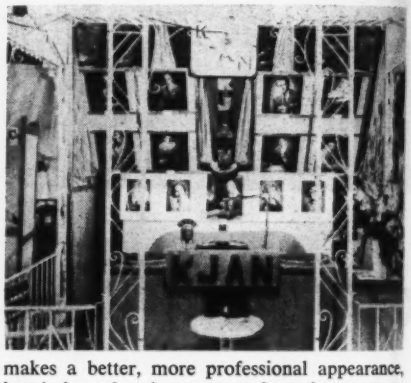
Bob Lakin
KXEL Waterloo, Iowa

Fair Broadcasts

EDITOR:

I thought I'd drop you a line and a picture of what we think is the ideal set-up regarding fair broadcasts, etc. I know this has been a problem wth a lot of small stations that depend a great deal on county fairs to supplement their summer billing.

KJAN already has set up control room operations at five county fairs with four more to go. We set up an entire control room, as seen in the picture, complete wth turntables, control board, mikes, record library, amplifier and speakers. When buying new equipment for our control room, we kept our older equipment for just such a purpose. It not only



makes a better, more professional appearance, but it has placed our gross four times greater than in past years. *Every sustaining quarter-hour and spot has been sold at every fair.* Our remote control room has done more than that, however . . . we have made lucrative contacts and signed a few additional contracts for future use during these fairs. It all goes back to the fact that we believe radio has one thing to sell . . . showmanship . . .

Robin R. Morrow, Pres.
KJAN Atlantic, Iowa

Telecasting Map

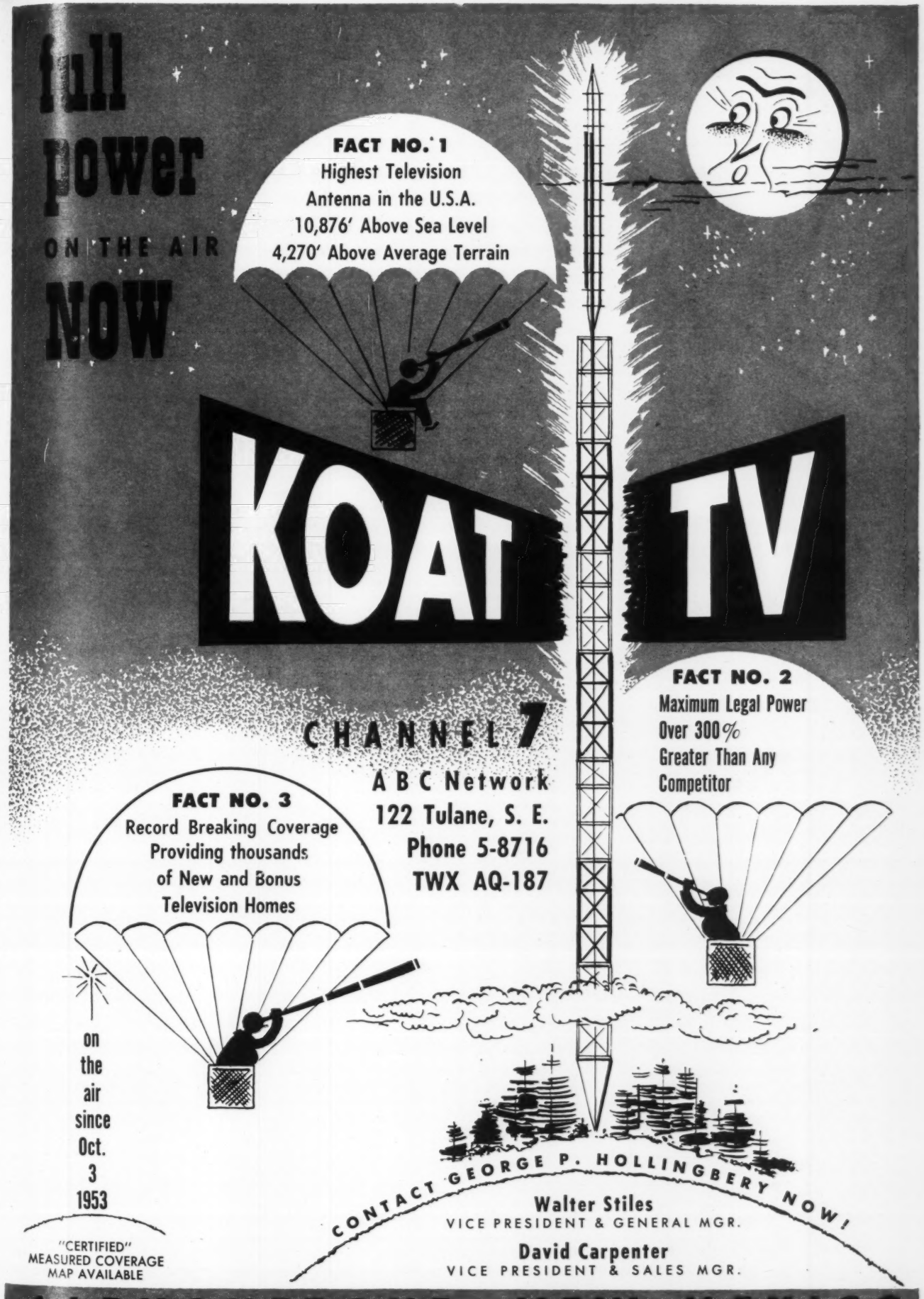
EDITOR:

Your map of the nation's television facilities has proven most useful to us. The map which we are at present using was released by you on Oct. 1, 1954. Do you have a more up-to-date or will a new one be released soon?

Please advise the writer as we would like to order some.

Ed Dalton, Asst. Sales Mgr.
Peter Paul Inc.
Naugatuck, Conn.

[EDITOR'S NOTE: B•T's newest TELECASTING MAP has just been published. This 29x42-inch map locates cities with tv facilities, coaxial cable and microwave radio relay routes for both black-and-white and color and projected intercity connections. Single copy $1. Quantity rates: $4.50 for 5 copies, $8.50 for 10; $20 for 25, $37.50 for 50, $52.50 for 75 and $70 for 100 copies.]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10,876' Above Sea Level
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FACT NO. 2
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Greater Than Any
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Record Breaking Coverage
Providing thousands
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Television Homes
on the air since Oct. 3 1953
"CERTIFIED"
MEASURED COVERAGE
MAP AVAILABLE
CONTACT GEORGE P. HOLLINGBERY NOW!
Walter Stiles
VICE PRESIDENT & GENERAL MGR.
David Carpenter
VICE PRESIDENT & SALES MGR.
ALBUQUERQUE, NEW MEXICO

When Hawaiian Punch readied its 1956 summer advertising campaign for its new Southern California soft drink, "Hula Highball," Al Atherton of Atherton Advertising Agency, Los Angeles, checked food broker Waldo Woods of Waldon Pacific Company for media recommendation. Woods asked his nine field salesmen; they asked their key grocery accounts.

Result: The entire consumer advertising budget for Hula Highball went to saturation spots seven days a week on radio KBIG, covering all eight Southern California counties from Catalina.

"We had nothing but warm regard for KBIG from past experiences," says Broker Woods. "Now we find that the grocery trade shares our feeling that repetition on KBIG is the effective and efficient way to tell a food story to all Southern California."

Four supermarket chains and fifty-one grocery product manufacturers are joining Hula Highball in making food the Number 1 business category on KBIG. . . . the Giant Economy Package of Southern California Radio.

Any KBIG or Weed man will be glad to provide more detailed food for thought.

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd,. Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

our respects

to GLENN MARSHALL Jr.

PUTTING a television station on the air when there was not yet a single receiver in the outlet's area is outstanding among numerous progressive projects in the broadcasting industry launched by Glenn Marshall Jr.

The year was 1949; the station, WMBR-TV Jacksonville, Fla. And Mr. Marshall's faith in the new medium—it just grew out of a career in broadcasting that dates back to the early days of radio.

The 46-year-old president of WMBR-AM-FM-TV had his first experience in radio as far back as 1928. In that year, his family moved from Atlanta, Ga., to Birmingham, Ala., and his father, who operated a restaurant, bought into WBRC Birmingham.

A year later, young Glenn went to Washington, D. C., to attend George Washington U. At the same time he took courses at Loomis Radio College in that city, and along with the certificate he received from the latter school, he was given a Dept. of Commerce radio license on an old spark transmitter—one of the last of its kind given out and a license which Mr. Marshall is extremely proud to have earned.

Following a brief stint at WOL Washington, he returned to Alabama and finished his schooling at the U. of Alabama. Like thousands of others who were graduated from college in those depression days, he wandered around for months before finding a job. The job he finally got, in the credit and collection department of International Harvester Co., was a far cry from the radio field.

In 1934, however, Mr. Marshall and two acquaintances scraped together enough money to purchase WMBR Jacksonville, then a 250 watter. The three men began operating under the imposing name of the Florida Broadcasting Co. and Mr. Marshall's first title was secretary-treasurer.

"Actually, I was permitted to keep the books, clean out our one studio, write the scripts, get out on the street and sell time, act as engineer, announcer and general chief cook and bottle washer," he recalls.

Happy Selection

The selection of Jacksonville for a radio station eventually turned out to be a happy one. But Mr. Marshall hastily adds that "during the early days of the station, trying to get people to buy time on that newfangled gadget was pretty difficult.

"The first sale was the toughest, but I finally picked up a $50-a-month account—the top account in the shop at the time. And it remained on top for a long time."

In 1948, WMBR went to 5 kw and Mr. Marshall was promoted to the position of director of local and national sales. About this time, the Florida Broadcasting Co. branched into the television field and, on Oct. 16, 1949, WMBR-TV went on the air, even though the area was without a single television receiver at the time.

When the *Washington* (D. C.) *Post* bought WMBR Radio and WMBR-TV in January 1953, Glenn Marshall was appointed president of the combined operations. At the same time he was appointed to the board of directors of the *Post's* broadcast division. WMBR operates on 1460 kc with 5 kw and ABC and CBS-affiliated WMBR-TV is on ch. 4 with 100 kw. The *Post's* other broadcast properties are WTOP-AM-FM-TV Washington.

Active in Community

Mr. Marshall long has been active in many phases of community activity. He is on the board of directors of the Florida National Bank and is past president of the Florida Advisory Board. He is a vice president of the Jacksonville Chamber of Commerce and vice president of the Gator Bowl Assn., which annually puts on one of the nation's outstanding New Year football spectacles.

His activities in the broadcasting industry take up an equally important part of his time. He has been a member of the CBS Advisory Board since 1945 and, from 1950 to 1955, acted as chairman of the group. He also is a member of the Radio Pioneers club.

Mr. Marshall's enthusiasm and faith in the television portion of the broadcast field is described by co-workers as "unwavering."

"Although he misses the early days of television with its helter-skelter routines almost as much as he missed the earlier days of radio, he looks for the future to be even more interesting," said one of them.

At the present time, Mr. Marshall is looking forward to improving his television setup in Jacksonville. Construction of a new tower already is underway, and plans for expansion of studio and plant facilities for the future are being studied.

His basic philosophy concerning the role of a broadcaster is a simple one: "A top reputation created by first-rate people in a dynamic community where all types of projects, both community public services and commercial successes, may be enjoyed by all concerned."

Mr. Marshall is married to the former Marion Dell, a native of Oklahoma, and they have one daughter, Ann, who is a junior at Duke U., Durham, N. C. Despite a heavy work schedule, Mr. Marshall occasionally finds time for a game of golf, his favorite leisure-time activity.

NOW!

WEBC RADIO

Leads All Other Duluth Superior Stations!

- **First in Audience (See Hooper)**
- **First in Coverage (5000 W)**
- **First on your Dial (560 KC)**
- **First in Radio (Est. 1924)**

Here's Proof . . .

TIME	WEBC	STA. B	STA. C
7:00 A.M. - 12:00 Noon	47.0	41.4	10.2
12:00 Noon - 6:00 P.M.	48.4	31.3	14.9

HOOPER RATINGS — June-July, 1956

1ST . . . IN THE DULUTH AND SUPERIOR MARKET AREA!

NBC WEBC ARROWHEAD

DULUTH, MINNESOTA

Represented by Geo. P. Hollingbery Co.

RADIO IS OUR ONLY BUSINESS!

now WOLF *is*

FIRST *in homes*

Share of Radio Audience—C. E. Hooper, April-May, 1956 (Latest) (8 am—6 pm Monday thru Saturday)

	RADIO SETS IN USE	STATION A	STATION B	STATION C	WOLF	STATION E
TOTAL RATED TIME PERIODS	9.9	15.5	25.4	9.7	27.1	20.6

FIRST *in cars*

Car Listening—C. E. Hooper, November 1953 and April, 1954 (Latest) (7:00 am—7:00 pm, Monday thru Friday)

	RADIO SETS IN USE	STATION A	STATION B	STATION C	WOLF	STATION E
TOTAL RATED TIME PERIODS	34.5	14.9	16.6	11.2	35.2	21.5

FIRST *in points of sale*

Business Establishments—C. E. Hooper, October, 1955 (Latest) (9:00 am—5:00 pm, Monday thru Friday)

	RADIO SETS IN USE	STATION A	STATION B	STATION C	WOLF	STATION E
OVERALL	28.2	20.7	10.9	14.3	38.9	13.4

RATING for RATING . . .
RATE for RATE in
CENTRAL
NEW YORK it's . . . . .

SYRACUSE, N. Y.

NATIONAL SALES REPRESENTATIVES THE WALKER COMPANY

M. BERNARD FOX

film maker

ALTHOUGH not quite 40 years old, M. Bernard (Ben) Fox, president of Ben Fox Productions, Hollywood, has distinguished himself in a number of careers—as a champion ice skater, decorated naval officer, community civic leader, radio producer, television station executive, and television film producer.

And despite these varied pursuits, Mr. Fox originally intended to become a lawyer. He was born in Brookline, Mass., on Oct. 16, 1916, and was graduated from Harvard U. with B.A. degree in English and philosophy. World War II interrupted his education at Harvard Law School and he enlisted in the Navy. In college and law school days, Mr. Fox concentrated on figure skating and won three national and the North American championships in the pairs from 1938-40. He was a member of the U. S. Olympic team in 1940 but the war prevented the holding of the competition that year.

It was during his 3½ year naval assignment as an officer in various parts of the world that Mr. Fox decided to abandon his projected career in law and turned to a field in which he might make a contribution to peace. When he returned he formed the Brookline Forum, an extension of the old New England town meeting, in which the membership discussed and received information on significant national and world issues. His leadership in the organization led to Mr. Fox's appointment as New England director of the United Nations Assn.

His occupational plan took another detour in 1948 when he was offered—and accepted—the post of assistant manager of programming and production of DuMont's WABD (TV) New York. The offer came to Mr. Fox because he had been successful in using radio and television on behalf of the Forum and UN programs. At DuMont, Mr. Fox supervised production of programs which included such personalities as Jackie Gleason, Dennis James, Guy Lombardo and Bill Slater.

In 1951, Mr. Fox decided to launch his own tv film production company where he could put into practice some of the theories he had evolved over a period of years. Among the tv film series he has produced are *Waterfront*, distributed by MCA Tv Film Syndication Division; *Code 3* and *Forest Ranger*, distributed by ABC Film Syndication. He currently is preparing another series, *Harbor Inn*, which is also planned for ABC Film distribution.

He lives in Brentwood with his wife, the former Lucy Pope of Boston and their children, David, 14 and Richard, 10. Mr. Fox today keeps fit playing golf and tennis. Another of his hobbies, closely allied to his work, is keeping a library of information on various subjects that might prove useful to him.

WKMH

5000 WATTS

gains more ground for advertisers each and every week with exciting

U. of M. FOOTBALL

From the season's beginning to end . . . avid Michigan football fans follow University of Michigan games over WKMH like nobody's business! And why not? In sports, *as in news and music, WKMH* gives listeners what they want most . . . gets advertisers what they want most. You score more impressions for every dollar spent.

WKMH

DEARBORN – DETROIT

Fred A. Knorr, *Pres.*

John Carroll, *Managing Director*

SAVE UP TO 15%

by Buying 2 or More of these Powerful Stations

WKMH	WKMF	WKHM	WSAM
Dearborn-Detroit	Flint, Mich.	Jackson, Mich.	Saginaw, Mich.

BUY ALL 4 STATIONS.....SAVE 15%
BUY ANY 3 STATIONS.....SAVE 10%
BUY ANY 2 STATIONS.....SAVE 5%

Represented By Headley-Reed

The Community Stations

KNORR Broadcasting CORP.

KTHS (LITTLE ROCK)

IS A SURE THING IN *EXPERIMENT!*

Advertisers using 50,000 watt KTHS expect, *and get,* a lot more than Metropolitan Little Rock. They completely cover almost *all* of Arkansas.

There's nothing speculative about KTHS's reception in *Experiment* (Ark.), for example. KTHS is *easily* heard there—just as it is in hundreds of other small towns and cities throughout the State. Result: KTHS has *interference-free daytime coverage of more than 3-1/3 million people!*

Get all the facts on KTHS—Basic CBS Radio in Little Rock, and your *best Arkansas buy!*

The Station KTHS Daytime primary (0.5MV/M) area has a population of 1,002,758 people, of whom over 100,000 do not receive primary daytime service from any other radio station . . . Our interference-free daytime coverage area has a population of 3,372,433.

KTHS 50,000 Watts CBS Radio

BROADCASTING FROM

LITTLE ROCK, ARKANSAS

Represented by The Branham Co.

Under Same Management as KWKH, Shreveport

Henry Clay, Executive Vice President
B. G. Robertson, General Manager

BROADCASTING TELECASTING

August 27, 1956 Vol. 51, No. 9

$16 MILLION STATION SALES SIGNED OR BREWING IN WEEK

- **Whitney buys McConnell Indiana string for $10 million**
- **Sale of WIND for record radio price is in negotiation**
- **Evansville uhf may bring $820,000 from Cincinnati group**

STATION transfers—radio and tv—involving $16 million and pushing prices to new levels were completed or in the discussion stage at the weekend.

Largest deal involved the McConnell radio-tv properties in Indianapolis (WISH-AM-TV) and Fort Wayne (WANE-WINT [TV]). Papers were signed late in the week calling for transfer of the properties to J. H. Whitney & Co., New York investment firm, for $10 million, one of the largest transactions in industry history [CLOSED CIRCUIT, July 23, et seq].

An alltime record for a radio station sale appeared to be well along toward the signature stage Thursday as Westinghouse Broadcasting Co., figure in a number of major deals, was talking in terms of $5.3 million to Ralph Atlass and other owners of WIND Chicago. Others, too, were negotiating for WIND.

Also in the negotiation stage was the sale of WEHT (TV) Evansville, Ind., uhf outlet, to a Cincinnati group for $820,000. Conversations were still under way Friday morning in Memphis. Among names mentioned as possible members of the proposed purchasing group were Henry Hilberg, Cincinnati capitalist, and Hulbert Taft Jr., president of WKRC-AM-TV Cincinnati.

The $10 million McConnell-Whitney sale was announced jointly Friday by C. Bruce McConnell, president of Universal Broadcasting Co., owner-operator of the Indiana properties, and C. Wrede Petersmeyer, partner in J. H. Whitney & Co. FCC papers were formally filed late Friday by Haley, Doty & Wollenberg, Whitney counsel. Howard E. Stark, station broker, represented the buyer. The McConnell interests are represented by Segal, Smith & Hennessey.

Mr. McConnell is majority Universal stockholder, with nearly 55% interest. Other sellers include Robert B. McConnell, vice president-general manager; Stokes Gresham Jr., chief engineer of the stations; Frank E. McKinney, active Democratic party worker; Earl H. Schmidt; Samuel R. and Dudley V. Sutphin; Luke Walton; Butler U., and P. R. Mallory & Co., Indianapolis electronic manufacturer. Transfer of ch. 15 WINT to Universal was approved by the FCC June 13. Selling the station at that time was Tri-State Television Inc., including R. Morris Pierce and John F. Patt (WJR Detroit), for $800,000. WINT is licensed to Waterloo, north of Fort Wayne.

Mr. Petersmeyer is president of the 100%-Whitney-owned Indiana Broadcasting Co., which will own and operate the Indiana properties. Robert B. McConnell continues as general manager of WISH-AM-TV. Directors of Indiana Broadcasting, besides Mr. Petersmeyer, are the two McConnells; Walter N. Thayer and Robert F. Bryan, Whitney partners; Howard Brundage, Whitney associate, and Messers. Gresham and McKinney. John Hay Whitney, brother-in-law of William S. Paley, CBS board chairman, is senior partner in the investment firm.

C. Bruce McConnell said he expected "the fine traditions of broadcasting service established by Universal to be continued under the new ownership." Mr. Petersmeyer said, "Universal has an outstanding record of service to the people of Fort Wayne and Indiana. We value highly the reputation enjoyed by Universal and plan to do everything possible to perpetuate the goodwill enjoyed by these Indiana stations. We are delighted to become a part of the rapidly growing Indiana market. The Whitney firm is vitally interested in the future of the television industry and believes these new properties together with those in Tulsa (KOTV [TV]) and Galveston-Houston (KGUL-TV) will complement one another and enable us to provide even better service to the people in all three areas."

The Whitney firm assumed ownership of KGUL-TV Wednesday through its Lone Star Television Corp., which acquired 90% of the stock of the station. Paul E. Taft, president of Gulf Television Co., former owner, continues as president-general manager and owns 10% of Lone Star stock. The sale price was approximately $4.5 million. FCC approval was granted Aug. 13. Lone Star was expected to exercise Friday its option to buy the outstanding 10% stock of Gulf Television from Wesley west of Houston. KOTV is 90% owned by the Whitney organization, with Mr. Petersmeyer as president-general manager.

SALE contract for Universal Broadcasting Co.'s WISH-AM-TV Indianapolis and WANE-WINT (TV) Fort Wayne to J. H. Whitney & Co. is signed by principals: (L to r), seated, C. Wrede Petersmeyer, Whitney partner and president of KOTV (TV) Tulsa; C. Bruce McConnell, Universal president; standing, Robert McConnell, general manager of WISH-AM-TV, and Walter N. Thayer, Whitney partner.

The ch. 11 KGUL-TV is a basic CBS affiliate and recently completed a 1,200-foot tower between Houston and Galveston. Studios are mainfained in both cities. WISH-AM-TV, WANE and WINT are CBS affiliates. The McConnells also control WHBU Anderson, Ind., not involved in the transaction. In purchasing WINT, Universal dropped a ch. 69 permit for WANE-TV Fort Wayne.

WISH operates on 1310 kc with 5 kw D-1 kw N. WISH-TV has 316 kw visual power on ch. 8. WANE is a 250 w outlet on 1450 kc. Ch. 15 WINT has 347 kw visual power, directional.

All-Time Record

The proposed $5.3 million price for WIND exceeds the previous record for a radio transfer—$4 million paid for WNEW New York by a group headed by Jack Wrather, Richard D. Buckley and John L. Loeb. Mr. Buckley and others had bought WNEW from the William S. Cherry interests in 1954 for $2.1 million.

WIND is headed by Ralph L. Atlass, who owns 1,000 of 9,000 shares in WIND Inc., plus one-third of a voting trust of 2,670 shares that also includes Harriett Jane Atlass and H. Leslie Atlass Jr., treasurer. Other stock is held by Blanche W. Hagenah, 582 shares; *Chicago Daily News*, 2,500 shares; John T. Carey, vice president-secretary, 500 shares; Dorothy W. Rich, 582 shares; Helen A. Wrigley, 584 shares; William Wrigley, 582 shares, according to FCC records.

WIND, originally in Gary, Ind., under the old FCC zone formula, was sold to the Atlass group in 1938 by Public Service Co.

It was believed a sale of WIND to Westinghouse might involve payment in stock of the parent Westinghouse Electric Corp. This was the case in the Westinghouse purchase of KPIX (TV) San Francisco from Wesley Dumm in 1954 for $6 million.

Westinghouse bought WDTV (TV) Pittsburgh from DuMont in early 1954, paying a record $9.75 million. Call letters were changed to KDKA-TV. WPTZ (TV) Philadelphia was bought by Westinghouse in 1953 from Philco Corp. for $8.5 million. WPTZ and KYW, WBC's Philadelphia radio outlet, were transferred last year to NBC in exchange for WTAM and WNBK (TV) Cleveland. In that exchange, Westinghouse received an additional $3 million. The KYW call letters were transferred to Cleveland and WNBK was redesignated KYW-TV, NBC Philadelphia became WRCV-AM-TV.

WEHT is licensed to Henderson, Ky., across the Ohio River from Evansville. It is a CBS-TV affiliate operating on ch. 50 with 11 kw visual power. Principal stockholder is Malco Theatres, also owner of WEOA Evansville. Herbert R. Levy is president and Cecil M. Sansbury general manager of WEHT.

WORKING CONDITIONS IN SAN FRANCISCO COW PALACE WERE IDEAL FOR RADIO-TV NEWSMEN. TROUBLE WAS THERE WASN'T

CONVENTIONS: CHANGE

TAKING advantage of errors made by the Democratic opposition, the Republican National Committee in San Francisco last Thursday scored heavily in the battle to win radio-tv friends and through them influence people in next November's elections. The GOP unanimously adopted a resolution thanking radio and television and other media for their cooperation in bringing the convention activities to the American people.

At the closing session, immediately preceding the acceptance speeches of the repeat Eisenhower-Nixon ticket, the following resolution, offered by Mrs. Mary Benedict, a delegate from California, was adopted:

"Resolved, that the convention extend its appreciation to the nation's radio stations, the press, the photographers, newsreel companies and tv companies for their cooperation in distributing the news and activities of this convention to the American people."

Earlier in the week the proposal had been made to include in the official platform of the party, a plank calling for freedom of radio and television as part of the press and with equal access to all public events. Because hearings on the platform had been closed and the document printed, the plan was dropped.

At the Democratic Convention in Chicago the preceding week, the resolutions and platform committee was importuned to adopt a radio-tv resolution likewise stressing free access, but the attack of Chairman Paul Butler against CBS for its failure to carry a propaganda film on the opening day produced an unfavorable climate for such action.

The Republicans made the best of a drab, issue-less political convention by putting on an orderly, well-rehearsed, well-mannered performance, grabbing all of the Class A premium time they could get. Where the Democrats kicked around tv at their Chicago convention, topped by the Butler-CBS incident raising the question of editorial judgment, the Republicans were all cooperation and sweetness.

President Eisenhower himself chipped in by shattering precedent once again. He permitted his Wednesday news conference, hurriedly called at the St. Francis Hotel last Wednesday, to be picked up live for both radio and tv (see story page 31). This was the third time since he assumed the presidency three and one-half years ago that the President has shown his high regard for the broadcast media. Early last year [B•T, Jan. 24, 1955], he became the first president to give equal recognition to radio and television by throwing open his news conferences for taping or filming, rather than live. And in 1955 he personally addressed the NARTB convention in Washington, marking another first.

As was the case in Chicago, everything the Republicans did—and there wasn't much that

ANY NEWS. PICTURED IS FIRST SESSION

ON TAP?

was newsworthy—was geared for microphones and cameras. It was a carefully calculated effort to reach maximum audiences in the populous East, but the audiences were not there in the numbers expected.

Typical of the many admonitions to make it look good were those of Rep. Charles A. Halleck (R-Ind.), who placed Mr. Eisenhower's name before the delegates. He said:

"I have said I am speaking not just for myself or you delegates, but also for millions watching and listening by television and radio. For them, and in their behalf and for myself and for every single one of the delegates here assembled I speak now to President Eisenhower, who I am sure is observing these proceedings." Later he called for approbation by shouting: "And let all America hear your answer." Again he exhorted: "Let me say to you delegates and to the millions over the nation who are following this convention. . . ."

Until President Eisenhower's appearance Wednesday, the biggest news in San Francisco was the arrival the preceding afternoon of the Chief Executive and his entourage by plane from Washington. So great was the dearth of news at the Cow Palace that all networks took to the airport several miles away and hastily set up cameras to practically "talk" the Columbine in from the moment it hove into sight. Then the networks followed the Eisenhower caravan downtown to his hotel, while members of the cabinet talked to virtually deserted galleries.

Usually, the arrival of the presidential plane is an ordinary event, covered in routine fashion, if at all.

Competition for some kind of news stories was keen among network news and programs most of the week with the exception of the President's unexpected conference and Vice President Nixon's sudden departure to be with his ailing father.

Network spokesmen cited instances of "other networks" bird-dogging roving cameraman-reporter teams to catch every possible scrap of news and try to avoid repetitious "color" commentary and "social" interviews.

Despite the lack of excitement, the advertisers over the three combined radio-tv networks and over Mutual, appeared pleased with their network sponsorships. The networks themselves, notably during the first two days of the convention, were hard put to fulfill their commitments on minimum time for the convention coverage, because of the listless, relaxed proceedings. One network commentator said it was like a motion picture production, with everything happening according to script.

But there were signs aplenty, with the conventions over, that the political battle of the air-waves will begin in earnest. Demands for "equal time" under Section 315 of the Communications Act are regarded as inevitable. Each side is expected to seek mathematical balance on a sustaining basis. But it already is conceded that the GOP, with plenty of money available, will overshadow the opposition in purchase of network radio and tv time, plus spot films and transcriptions.

Indeed, the Republicans do not appear to be worried about a thing—except the President's health. Among themselves they talk freely about the President's condition, but publicly, it is taboo.

GOP Campaign Director Robert Humphreys, at a closed session Thursday with members of the national committee, said the 1956 campaign will rely heavily on a $2.2 million television campaign in which it is hoped the GOP message will be taken into the homes of at least 75% of the voters. During the meeting of the committee GOP National Chairman Leonard W. Hall was re-elected by acclamation.

For the Democrats, the air campaign formally gets underway Sept. 13, when a 30-minute radio and tv speech by candidate Stevenson will be carried on all radio and television networks (see story, page 36). Detailed plans on other major addresses by Mr. Stevenson and Sen. Kefauver have not yet been announced.

At every turn it is indicated that the Democrats will play heavily on the GOP television war chest and bemoan their own poverty. Gov. Stevenson's campaign manager, James A. Finnegan said last Tuesday: "We know we cannot win a contest of dollars. The Republicans can outspend us ten to one. They'll have expensive television time to burn, but Gov. Stevenson is going to overcome this by carrying the election to the people and by making this a real person-to-person campaign, not just a canned radio-television one such as the Republicans are planning for Mr. Eisenhower."

Thus, the strategy is to bring in the health issue by indirection, inferring that President Eisenhower's condition will not permit him to barnstorm and that he therefore must rely on broadcasting.

President Eisenhower kept abreast of the conventions by television and has been represented as being incensed over the oblique references to his health by the Democratic opposition. And one Eisenhower aide said the Democrats misfired at their convention through failing to take advantage of their free television time.

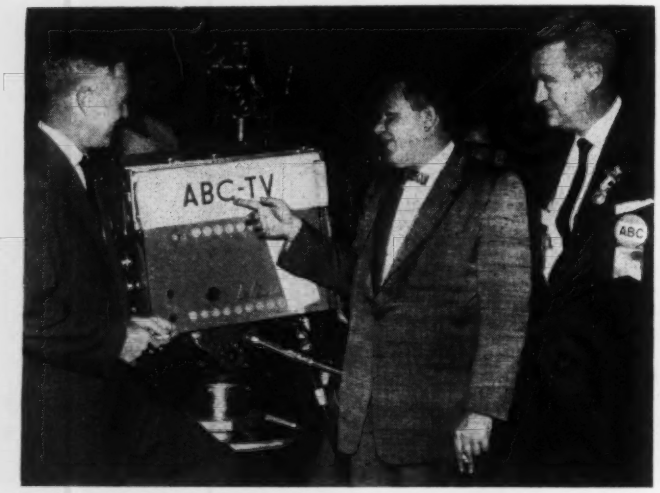
"The Democrats' speeches were fine for the people at the convention because they were just what the delegates wanted to hear. But to the millions of independent voters in the tv audience who might have been swayed by constructive oratory, they were just political attacks. They threw away millions of dollars of free tv which could have been beamed at the voters they need to win in November."

There were frequent reminders that the Republicans took careful note of the Democratic appearance on television and attempted to avoid unfavorable impressions on the home screen. Bill Costello, ABC-TV commentator, learned from a Wisconsin delegate that the GOP assigned three people to monitor carefully the network coverage of the Chicago convention and to observe what delegates should not be seen doing in San Francisco. Hence the frequent intermixture of songs and other entertainment in the Republican program designed to avoid pauses between business when tv cameras otherwise would be scanning the delegations and catching yawns, poor posture, etc.

FIRST TIME in the history of radio and television that live coverage of a presidential news conference was permitted by the Chief Executive took place during the San Francisco GOP convention. President Eisenhower here is seen as he appeared during the historic conference. For full account, see story on page 31.

Behind-the-scene figures active in keeping life in the "show" included MGM star George Murphy, assisted by Hollywood musical and dance director Leroy Prinz. Talent providing the fill between "main acts" was top-name calibre, including Irving Berlin, Ethel Merman, Patrice Munsel, John Charles Thomas (executive vice president and manager of KAVR Apple Valley, Calif.), Irene Dunne, Lucille Norman, Brian Sullivan and Dennis Morgan.

State chairmen of the delegations were prompted to warn their delegates and alternates to keep the seats in their section filled with people because empty seats during a business session don't look good. Sen. William F. Knowland (R-Calif.) urged his state delegation not to show the "discourtesy" of absence and to be



DURING a break in the Republican convention proceedings, Robert E. Kintner, ABC president, points out a feature of an ABC-TV camera to Ray George (l), Philco vice president (Philco picked up the ABC coverage tab), merchandising and advertising, and H. Pierson Mapes, vice president of Hutchins Adv., Philco's agency.

THE SAME break found (l to r) R. P. Hoffman, Kenyon & Eckhardt executive; Davidson Taylor, NBC vice president in charge of public affairs, and Vaughn Monroe, who delivered the RCA commercials, discussing their latest advertising pitch in one of the Cow Palace's numerous smoke-free rooms.

sure "that your alternate moves into your seat so we have full delegate strength at all times." He reminded them of the bad tv effect the Democrats made in this matter.

Even ex-President Herbert Hoover was touched by the importance of proper tv appearance. Following House Minority Leader Joseph W. Martin Jr. (R-Mass.), convention chairman, on Tuesday, Mr. Hoover walked up the ramp to the podium early so he would be sure to complete his address before cameras had to swing away to pick up President Eisenhower's arrival at the airport.

The extent of the contagion of free tv publicity was to be seen in the action last week of Thomas J. Callan, chairman of the board of supervisors of San Mateo County, calling for the county to invest $40,000 toward a fund to promote getting future conventions in the area. Although the Cow Palace actually is in San Mateo County, San Francisco got the plugs and Mr. Callan was miffed about being overlooked. He pointed out that tv didn't mention his county at all.

The lack of news was perhaps the biggest problem faced by commentators and news media last week in San Francisco up until the arrival of President Eisenhower Tuesday evening.

When asked what they were finding to report, network personalities frankly admitted they frequently found themselves "tearing their hair" for copy. The lack of significant controversy produced a dry run, they observed.

Many felt that if it were not for Sec. 315 of the Communications Act requiring equal treatment of political candidates and its accepted relevancy to major political conventions, network news coverage could have been limited to a couple of hours a day instead of the long on-the-scene exposure afforded. They reasoned this would have been sufficient in view of news content.

One NBC commentator who preferred not be named suggested Sec. 315 should be amended to protect radio-tv from "equal boredom."

The networks established elaborate radio-tv studios in downtown hotels such as the Fairmont and Mark Hopkins to be on the scene for coverage of party caucuses and press conferences, but most of those which did materialize were not considered sufficiently newsworthy to merit live pickup.

MBS felt its operation was a fair barometer on the San Francisco news pulse. The radio network carried 37 hours during the Democratic session in Chicago but by Tuesday noon could see only 20 hours out of San Francisco. With Kohler Co. as full sponsor, MBS was committed to seven hours daily. Network spokesmen Tuesday morning admitted, "We're really reaching. This convention would fold up in a day if it were not for the radio and television commitments."

Ed Pettitt, MBS anchor man stationed in the network booth back of the Cow Palace podium, expressed the sentiments, "you soon feel like you're on a pivot" when news is thin but on-the-scene commentary must continue.

Bill Hillman, MBS commentator, told B•T radio is better off during a slow convention because it is more flexible whereas tv "is lost when the proceedings are not dramatic." He favors briefer, interpretive coverage rather than hours of live pickup which fail to give the listener or viewer an understandable summary.

Mutual, however, had more people in San Francisco than in Chicago, since the west coast coverage was augmented by affiliated Don Lee and KFRC San Francisco crews.

Arthur Wakelee, in charge of NBC's news room at the Fairmont, told B•T the big story Tuesday was the President's arrival, but indicated there were slim pickings otherwise. Ben Grauer, NBC, noted that newsmen's copy generally was loaded with "restaurant chit-chat" so far. Chet Huntley, NBC, said it appeared difficult for newsmen to keep reptitious material out of their interviews. Esther Van Wagoner Tufty, special convention reporter for the network, said, "I just keep on filing, but there isn't much to say."

The three tv networks spent an estimated combined total of 173 hours 46 minutes in covering sessions of the two conventions—and pre-empted an estimated 108 hours of regularly scheduled commercial programming in the process.

The four national radio networks' convention airtime in Chicago and San Francisco totaled 223 hours 13 minutes. Commercial pre-emptions, difficult to fix in radio, were placed at about 19 hours 50 minutes.

Tv pre-emptions thus ran far ahead of original estimates, while radio pre-emptions ran behind. The 108 hours estimated as the commercial pre-emption total in television is more than 60% higher than the 66 hours that had been anticipated [B•T, Aug. 6]. In radio on the other hand, the original expectation was that more than 27 hours of regular programming that is sold or partly sold would be knocked out for the two conventions.

Here are the tv networks' estimates of their respective hours of coverage and commercial hours pre-empted for the two conventions (excluding special pre-convention shows):

	ABC TV	CBS TV	NBC TV	Total
Democratic convention				
Hours of coverage	35:05	33.33	38:00	106:38
Hours pre-empted	7:30	25:00	25:45	58:15
Republican convention				
Hours of coverage	21:08*	22:30*	23:30*	67:08*
Hours pre-empted	11:15*	20:00*	18:30*	49:45*

* GOP estimates, compiled Thursday, include figures for probable length of Thursday night closing session.

These tv figures could not be exact, not alone because they were prepared before the Republican's final session was held. In some cases, programs were pre-empted in one section of the country and not in others. This was particularly true of ABC-TV's *Mickey Mouse Club,* which is seen at 5-6 p.m. local time and thus might conflict with convention coverage in some time zones and not in others.

Network radio pre-emption figures are even more difficult to acertain with accuracy, because of the varying patterns of selling network radio. In the following table, based on figures supplied by the radio networks, time periods that are partly sponsored were counted equally with those that are fully sponsored.

	ABC Radio	CBS Radio	NBC Radio	Mutual	Total
Democratic convention					
Hours of coverage	35:05	32:00	35:45	35:15	138:05
Hours pre-empted	1:45	6:45	(1)	2:30	10:20(1)
Republican convention					
Hours of coverage	21:08*	21:00*	23:30*	19:30*	85:08*
Hours pre-empted	2:25*	2:45*	(1)	4:20*	9:30*(1)

(1) NBC Radio spokesmen said NBC commercial time pre-emptions were "negligible," as a result of rescheduling commercial shows. No figure was included for NBC in the total pre-emptions for all radio networks.
* GOP estimates, compiled Thursday, include figures for probable length of Thursday night closing session.

The main reason for the difference in hours devoted to coverage of the two conventions was the fact that the Democratic conclave ran one day longer than the GOP's.

PRESIDENT HOLDS FIRST LIVE NEWS CONFERENCE

THE news media were given hardly 30 minutes notice of President Eisenhower's Wednesday news conference from the St. Francis Hotel where he would make journalism history by giving the first "live" press conference on both radio and tv. President Eisenhower earlier set the precedent of putting White House presidential news conferences on radio and tv by delayed recording and film following clearance by the White House staff.

The historic conference was held in the Italian Room of the St. Francis Hotel, where White House news secretaries James Hagerty and Murray Synder had set up shop. Newsmen were admitted by the regular White House credentials which they normally used in Washington. Some 200 newsmen jammed the room where radio and tv equipment had been hastily installed. Both CBS and NBC had tv equipment in the hotel left over from coverage of a Young Republican meeting the previous night.

Although a few newsmen reported difficulties in gaining access to the conference, especially some network technicians without credentials, both Robert Kintner, president of ABC, and Frank Stanton, president of CBS, told B•T they had no difficulties.

CBS' convention news headquarters reported it got word of the conference 22 minutes before air time (11:45 a.m. PDT) and was told the President would go on the air "live" for the first time. CBS news producer Paul Levitan immediately rushed to the Italian Room to supervise technical arrangements in a race against the clock. He ordered the CBS television camera in the hotel rushed to the room and warmed up.

Meanwhile, CBS-TV network operations, although it could not order the full Westinghouse coverage network at that off-convention time, began to assemble an available network of more than 100 stations.

Charles von Fremd was on hand to report for CBS-TV with Larry Lesueur for CBS Radio. Edward R. Murrow reported on both.

CBS-TV carried the conference for 20 minutes, with the first 17 devoted to the President's announcement of his meeting with Harold Stassen and the reporters' questions-and-answers.

CBS commentators summed up the event during the final three minutes.

CBS Radio said the conference gave opportunity to prove the speed with which radio gets the news to the public. Then it lined up a network of 200 outlets within the bare quarter-hour notice which it received. It was 11:25 a.m. when executive radio producer Robert Skedgall was informed of the President's conference. By 11:31 a.m. he was on the long-distance phone with network operations in New York to arrange clearance. He received the go-ahead two minutes later.

Mr. Skedgall admitted, "we were slightly lucky, too. It just happened we had a line and an engineer on hand to tape-record the conference for use later in the day. But we decided at the last moment to bring the show on live."

In the rush, newsman Lesueur was not informed of the live broadcast until 15 seconds before air time. He was told to say, "Instead of the regularly scheduled program, we are bringing you, live, the press conference from President Eisenhower's headquarters in the St. Francis Hotel in San Francisco. This is part of the Westinghouse convention news coverage program."

Mr. Skedgall pointed out that the rapid coordination could not have been possible without the special direct telephone lines the network set up at every important spot in the convention city.

"We just picked up the phone, dialed, and our people were on the line within seconds," he said.

NBC-TV claimed it broke all speed records getting Ray Scherer talking to the national tv audience from the Italian Room before the President appeared for his first on-the-air conference. The network's two mobile units were still at the hotel Wednesday morning since NBC had been set up there Tuesday night for pickup of Mr. Eisenhower's arrival and the Young Republican meeting. Tv cameras were functioning in the Italian Room within 20 minutes of the initial notice to Mr. Scherer, NBC's regular White House correspondent in Washington. The coverage was fed to 111 tv affiliates and the audio portion of the tv show was tape recorded for immediate playback on the NBC Radio network as soon as the conference ended.

Network officials told B•T that preparedness for the unexpected presidential conference was helped by the fact the network was being lined up for a special noon "caucus" of the NBC commentators who were to visit about the U. S. electronically with various newspaper editors. This special show went on as scheduled, but began at 12:10 p.m. instead upon conclusion of the Italian Room pickup. The caucus ran until 1 p.m., well primed for an active discussion since the participants had monitored the President's session from their respective origination points.

NBC commentators participating in the President's conference commentary in addition to Mr. Scherer included Chet Huntley, David Brinkley, Bill Henry and H. V. Kaltenborn.

ABC and Mutual both had bad luck with the unexpected conference. ABC had seven commentators and two cameras on the scene very soon after the word was out, but when the conference began both radio and tv lines failed to function. Since ABC and CBS had a standing exchange agreement to protect one another in such an event, ABC picked up both radio and tv feeds from CBS. But then ABC-TV's feed to its own affiliates broke down because of a faulty AT&T patch, network officials told B•T, and the result was that the tv portion didn't get out of San Francisco. No difficulty was reported on the radio patch.

Mutual already had a permanent convention line in the St. Francis but only to the assistant manager's desk in the lobby and it was unable on such short notice to get an extension into the Italian Room. It then arranged to patch into NBC's tv audio with the links running between KFRC, its local key station, and NBC's KNBC there, but was left without program when NBC failed to simulcast and feed the audio to KNBC. Mutual later obtained a Republican headquarters tape of the conference from Murray Snyder's office and put it on at 3:30 P. M. Pacific Time.

One Mutual spokesman, however, explained to B•T that even if the last-minute patches had worked, the full network could not have accepted the conference at that time because it was split into two baseball networks which then were in operation and could not be interrupted and re-patched in sufficient time.

HORSEPLAY

A GOOD example of the gimmicks dreamed up by broadcasters to liven up the convention dullness occurred Thursday morning in the lobby of the Fairmont Hotel where NBC-TV and CBS-TV were originating their respective two hour morning shows from four to six a.m. Pacific Time. A man who looked like Harry Truman strolled unannounced into Republican Party headquarters there, throwing the place into confusion since it had been announced the ex-President was in town.

The man turned out to be Irving Fisher, Broadway actor who portrayed Mr. Truman in "Call Me Madam" and who was flown to the coast by NBC as a gag for its *Today* show originating in the lobby. The confusion began when somebody yelled "here he comes" and Mr. Fisher, who closely resembles Mr. Truman, stepped off the elevator wearing the Truman grin and without saying a word walked past *Today* m.c. Dave Garroway and the NBC camera on tour of the hotel for his morning walk.

NBC reported he was spotted by a CBS newsman on the adjacent CBS-TV *Good Morning With Will Rogers Jr.* program, that the CBS man "became almost apoplectic as he made hurried inquiries, thinking the opposition NBC network had scored the biggest exclusive beat of the GOP convention."

The network said one delegate returning from an all night out "almost fell flat on his face as he lurched out of a taxi and spotting who he thought was Harry Truman coming out of the Republican headquarters." Mr. Fisher was accompained by Randall Jessee, WDAF-TV news editor and NBC's Kansas City correspondent who normally covers the ex-President on his walks, lending greater credence to *Today's* prank.

PRODIGIOUS AIRLIFT REGARDED AS ROUTINE

EVERYBODY in San Francisco took pretty much for granted the fact that the big airlift of priority tv people and equipment from Chicago was a success. They expected it to be and they hardly gave second thought to the complex engineering detail of rigging, patching and testing involved in setting up shop on the West Coast within hours from the Midwest site. After all, broadcasters have a talent for being mobile, they noted.

Since CBS was assigned responsibility for the television pool at San Francisco (NBC handled in Chicago), the airlift project within CBS fell to Albert Bryant, director of office services and a logistics veteran of four earlier convention years.

Six months ago he chartered three United Airlines planes for the priority switch, two passenger planes and a cargo plane. Since the latter could carry 30,000 pounds of equipment, each of the three major tv networks was allocated 10,000 pounds and asked to submit a priority list of its key personnel who must make the immediate jump from the Chicago amphitheatre to the San Francisco Cow Palace. He even had special "tickets" printed for the pool's private "airline."

Mr. Bryant promised all the networks that their people and equipment would be in the air six hours after the final gavel at Chicago. He kept that schedule but worked around the clock two days consecutively to do it. The Democratic convention closed at 11 p.m. Friday, Aug. 17, and loading of planes began at the Chicago Airport within an hour. At 3:30 a.m. Saturday during the loading, it was learned there was 42,000 pounds of gear to go, not just 30,000.

"I was faced with the decision of leaving part of it behind for later delivery," Mr. Bryant

INSPECTING a Westinghouse set in the Cow Palace, used for CBS-TV commercials, are (l to r) Tom Losee, McCann-Erickson vice president in charge of Westinghouse accounts; Betty Furness, who gave the sponsor's commercials, and Jim Gillis, McCann-Erickson account executive on Westinghouse account.

DISCUSSING MBS' convention coverage are (l to r) L. L. Smith, Kohler Co. vice president; Virgil Pinkley, MBS west coast commentator; Carroll Marts, MBS vice president in charge of Midwest; William Pabst, KFRC San Francisco general manager, and Milton Burgh, MBS news and special events director.

told B•T, "but then realized it had to go under priority because we couldn't tell if the stuff already on the plane would work without the equipment still on the ground."

United happened to have a regular commercial cargo plane nearly ready to leave, so Mr. Bryant was able to put most of the surplus on it after distributing 4,000 pounds between the two charter passenger planes. The two passenger planes were off about 5 a.m. Saturday and the charter cargo ship about 6:13 a.m., he recalled, and although one of the passenger planes was forced to refuel in Reno because of extra weight, all priority equipment was in the Cow Palace by noon.

"Everybody was able to get set up in time for their Saturday evening pickups on schedule," he noted.

Only quirk of the whole massive operation was that some Navy electronic gear destined for Honolulu mysteriously showed up at the Cow Palace in the ABC material, but the network re-shipped it immediately for Hawaii and everyone was too busy rigging the new center to worry about finding out how it happened.

Other sources at CBS reported that the network had to "bump" seven Westinghouse representatives off the priority flight but observed it was done with finesse. CBS suggested to the sponsor personnel they would feel much more comfortable getting a full night's sleep in Chicago and then taking other flights later on Saturday.

But for Robert G. (Tommy) Thompson, director of technical operations for CBS-TV, the Republican Convention began in August 1954 when he held initial meetings to plan coordination of pool coverage for all networks at both conventions. Later, when the two-city sessions developed, he became chairman of the tv industry pool for San Francisco.

NBC-TV handled video pool arrangements and operation at Chicago while ABC handled tv audio and radio pool facilities at both sites. Overall radio pool responsibility fell to Frank Marx, ABC vice president in charge of engineering and general services, with William Trevarthen, ABC director of engineering operations, supervising actual installations.

Mr. Thompson told B•T he signed up San Francisco motels for his Cow Palace technical crews as early as last January and construction began May 1. He personally flew to the Coast 21 times in the past year on this project. Pacific Telephone & Telegraph Co. had begun preliminary installation of its facilities last fall. There was insufficient power at the site so Mr. Thompson arranged with Pacific Gas & Electric to bring in an extra 1,500 kw exclusively for radio-tv use. He also supervised contracts for lighting of the interior hall to provide a steady 150-foot candle power over the podium with capacity up to 200 foot candles.

He noted the Democrats failed to allow broadcasters to supervise lighting at the Chicago Amphitheatre with the result that lighting there varied between 70 and 100 foot candles despite promises to meet telecasters' requests for 150. He noted that this made it difficult for some portable tv cameras to function effectively at Chicago.

Mr. Thompson felt the Chicago convention put every behind-the-scenes technician in stride for smooth handling of the San Francisco session. He recalled the limited technical facilities available during the 1948 conventions and said the 1952 sessions were "rehearsal" for this year's events. "We're always finding new ways to do a job quicker and easier," he told B•T. Twenty-seven years with CBS, Mr. Thompson has worked at seven pairs of conventions, since 1932. He has been in tv since before World War II.

Although there were a few bad cross-country patches by AT&T, network officials seemed in complete sympathy with the complex switching problems involved and expressed appreciation for the generally good cooperation afforded.

●

ORIENTAL TOUCH • To liven its coverage of a generally unlively convention, Mutual last week brought in a Chinaman with an abacus to keep track of the Republican balloting for the presidential and vice presidential nominations. He was H. K. Wong, a San Francisco accountant. Mutual spokesmen claimed he not only kept abreast of all the electronic computing gadgetry generally in use, but actually was first with the answers.

ACTORS' ANTICS • Penchant of Republicans for perfection in their public exposure on tv was brought home to network officials early in the week's activity when Vice President Nixon insisted on right makeup and thorough preparing for his appearance on ABC on Sunday. Mr. Nixon also was select in making his tv appearances, according to reports from network spokesmen who couldn't get him on the air as often as they would have liked.

WAYLAID BY BETSY • William N. Greer, owner of WSTA Charlotte Amalie, Virgin Islands, was listed as sole delegate from that possession at Republican National Convention in San Francisco last week, but he didn't show. His alternate reported that Hurricane Betsy took away his tower, and Mr. Greer, an engineer, was forced to miss convention. He was also member of important Resolutions Committee.

CALLED HOME • Another broadcaster-absentee was Eugene Pulliam, owner of WIRE Indianapolis, and Indianapolis and Phoenix publisher, likewise member of Resolutions Committee. Mr. Pulliam was called home, after

The Melody Lingers On

THE major conventions were over last week, but CBS Radio and CBS-TV still had a few rounds of "convention" activity to go. Eric Hass, named as the presidential nominee of the Socialist Labor Party last May, was to make his acceptance speech in a live broadcast on CBS-TV yesterday (Sun.) at 4:15-4:30 p.m. EDT and on CBS Radio, also live, tomorrow night (10:45-11 p.m.). Next Sunday, Darlington Hoopes will make his acceptance speech as presidential nominee of the Socialist Party in a live appearance on CBS-TV; the speech will be recorded for broadcast by CBS Radio on Sept. 4 (10:45-11 p.m.) [AT DEADLINE, Aug. 20].

ARE YOU GETTING INDIVIDUAL MARKETING ATTENTION WITH YOUR ADVERTISING?

You do in Milwaukee at WISN

The value of marketing and merchandising as an aid to advertising in today's highly-competitive economy cannot be over-emphasized. So important is it in Milwaukee that WISN-TV and WISN Radio maintains a separate department to execute its functions. It is the most comprehensive service of its kind in Milwaukee broadcasting. Most of its features are exclusive with us.

and it doesn't cost station advertisers a cent!

The individual merchandising needs of any type of advertiser are quickly and extensively fulfilled because of constant contact with food, drug, manufacturing and other distributors, brokers and retailers.

In the food field, for example, WISN arranges for displays in A&P, IGA and Sentry food stores; runs product ads for station advertisers in a monthly publication sent to 1,092 grocers; explains advertising programs to local sales outlets; makes regular calls on distributors and sends monthly reports to advertisers on services rendered.

A long list of satisfied sponsors attests to the success of merchandising programs for other types of sponsors. No matter what the product or objective, WISN creates the plan that enables the advertiser to reach even the most extensive marketing and merchandising goals.

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John B. Soell, Director

WISN-TV CHANNEL 12 MILWAUKEE

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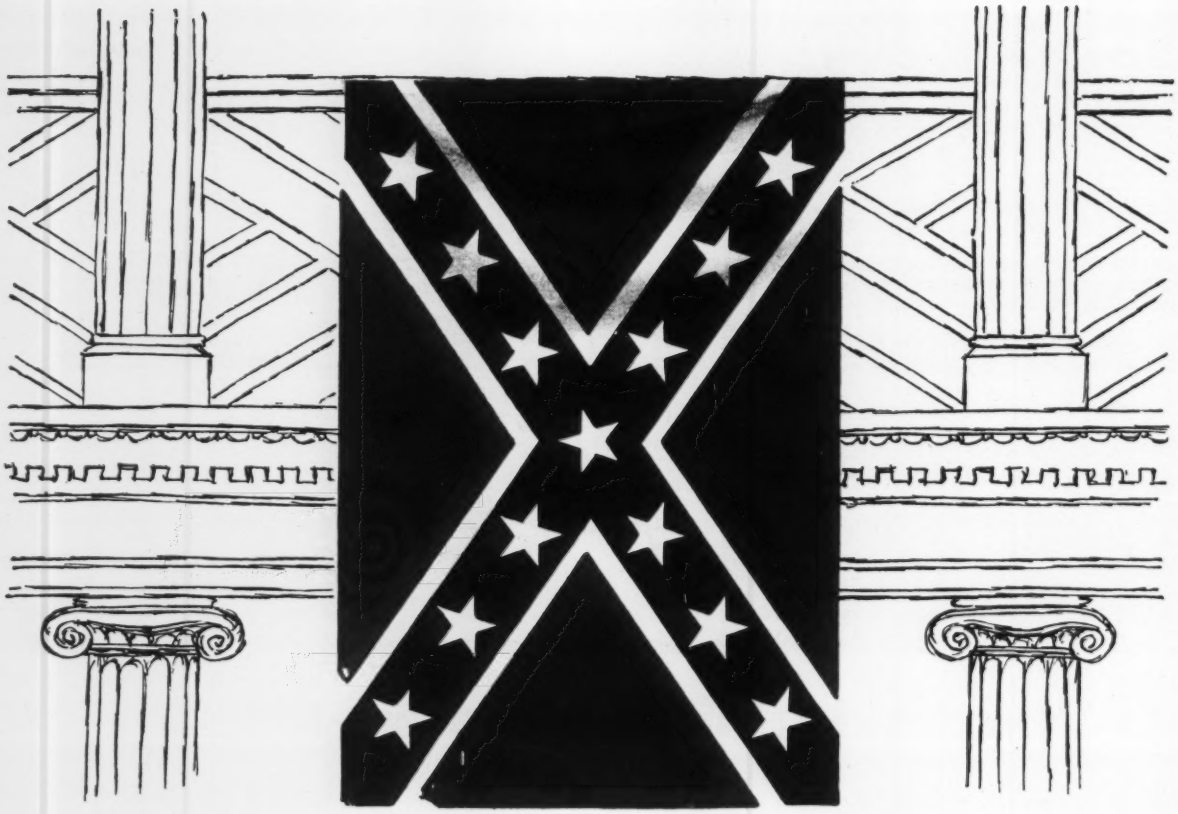
Represented by Edward Petry & Co., Inc.

NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS



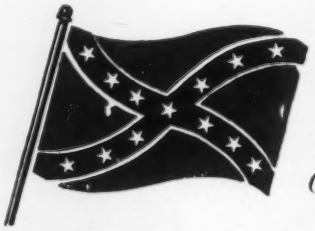
The Quiet Grandeur..

The quiet grandeur of Southern architecture, Southern gardens, Southern charm still bespeaks itself in old traditions of which the Flag of the Confederacy remains an historical symbol.

In today's industrially-expanding South, sentiments may remain in the past, but betting money is on the future.

WRVA-TV is part of this active scene. New to 1956 Richmond, its guiding traditions of service, blueprinted in 1925, are a valued heritage from long-established, deeply-respected WRVA Radio. To the television families in Richmond, these traditions are a powerful catalyst. They mean that WRVA-TV *belongs* to Richmond as no other television station ever has—or can.

Represented nationally by Harrington, Righter and Parsons, Inc.



WRVA-TV

Richmond, Va.

CBS Basic *Channel* 12

C. T. Lucy, President Barron Howard, Vice President and General Manager James D. Clark, Jr., Sales Manager

arriving in San Francisco, because of illness of his wife.

WHEELS WITHIN WHEELS • NBC operated its own internal news service in San Francisco to speed its coverage of the Republican Convention for the American public. Rex Goad, network news desk supervisor from New York, was in charge of evaluating the hundreds of thousands of words pouring into NBC News Central from the three wire services as well as NBC's own two-score newsmen assigned to the convention. The processed copy in turn was funneled out as a single news service to the network's three tv anchor men, Chet Huntley, David Brinkley and Bill Henry, and to various radio commentators.

LONG RANGE HOUSING • Example of the big housing problem attendant to a national political convention is NBC's experience in San Francisco. The network's 400 technicians, newsmen and other personnel filled 18 hotels and motels plus two entire houses in the Bay Area. Four of the hotels were leased a year ago right after the Rupublicans announced San Francisco would be the next convention site. One of these was a motel not even completed at that time. The NBC houses were the Post home and the Ross home, both Nob Hill residences. But getting furniture was an even bigger problem until two furniture companies realized the tv exposure value and offered their products to the network for furnishing the NBC studios in the Cow Palace.

BACKS BERLIN • Irving Berlin used a TelePrompTer last week when he sang his own song, "Four More Years," at the Cow Palace. He was coached on how to do it by his nephew, Irving Kahn, president of TelePrompTer Inc.

ART ANGLE • Felix Topolsky, one of Europe's top illustrators, was at both Democratic and Republican conventions, on commission from CBS, to do background sketches for forthcoming promotion piece by network. He was personally retained by CBS Inc. President Frank Stanton. Mr. Topolsky did the sketches of Queen Elizabeth's Coronation used by CBS in promotion piece issued after that event.

PLEA PASSED OVER • How important is broadcasting to politicos? Official program of GOP Convention carried this bold-face type plea: "Because of radio and television commitments, it is urgently requested that all delegates, alternates and guests be in their seats promptly." But there were oceans of empty seats at the start of each session.

UNOFFICIAL VISITOR • Among observers at GOP Convention was Mary Jane Morris, secretary of FCC. She's on vacation, and attended convention in no official capacity. She is native of Midland, near Bay City, Mich., and formerly was on staff of Leonard W. Hall, GOP chairman.

CAN'T PLEASE ALL • Convention anchormen have more to contend with than the pressure of on-the-scene coverage coordination. Listeners also deluge them with wires and letters freely commenting on their commentary. CBS News' Walter Cronkite learned he is blamed for everything that goes wrong, including the brightness of the picture on the set at home. One wire to him last week at the Cow Palace from a viewer in Fort Worth asked him to "please get the sneer out of your voice" while the next telegram in the stack, from San Francisco viewer, observed, "Congratulations on losing your sneer between Chicago and San Francisco."

LOOKING AHEAD • With Chicago reportedly booked ahead through 1960 and, therefore, unlikely to bid for political conventions that year, San Francisco's civic leaders are talking up having both political conventions four years hence. Several large hotels are in the talking stage and it's acknowledged that the Cow Palace is more spacious and better equipped than Chicago's Stockyards Amphitheatre for these mammoth conventions.

Famous Name at KGA

KGA Spokane, Wash., hired a new announcer last week whose first job was giving station breaks for the ABC outlet during coverage of the Republican convention in San Francisco. His name—Herbert Hoover.

KGA General Manager Jack Wells said the new announcer with the famous name just happened to go to work at the time his famous namesake's party was holding its convention.

HINCKLEY HOMECOMING • San Francisco convention had special meaning for Robert H. Hinckley, ABC vice president in charge of Washington operations. He was assistant director of the Works Progress Administration in charge of the 11 Western states when the Cow Palace was built as a WPA project in 1935, and he then headquartered in San Francisco. Another famous structure built under his aegis is the Washington, D. C. Airport. It was completed in 1938, when Mr. Hinckley was chairman of the Civil Aeronautics Authority.

FATIGUE BIGGEST PROBLEM • The radio-tv "cities" CBS established at the Cow Palace and downtown Fairmont Hotel were complete down to the detail of medical centers staffed by a nurse and doctor on alternating shifts. Business was just as brisk as it had been in Chicago and it wasn't just because the nurse was pretty. Chicago patients soaked up lots of vitamin shots, but in San Francisco the majority of cases were colds aggravated by Bay Area fog. The medical centers served 62 patients Monday, 50 Tuesday and 39 by 5:15 p.m. Wednesday. The nurse told B•T that next to cold remedies, doses of stay-awake pills during the day and sleep-aids at night were high on the list. She said fatigue was the biggest problem of the conventions for radio-tv personnel.

NBC SCOOPS • NBC news claimed three beats in connection with Vice President Richard Nixon's sudden departure from San Francisco early Wednesday morning. The network said a tip from private sources in Los Angeles enabled the news department to go on the air six minutes before other media with a bulletin telling of the senior Nixon's illness and the Vice President's imminent departure. NBC also took newsreel film of the Nixons leaving the St. Francis Hotel and after rapid processing aired the footage on *Today*. Then an NBC cameraman raced to the airport, beat the Nixons there by five minutes, and filmed the anxious pair as they boarded a plane for Los Angeles shortly after 8 a.m. The film was processed by the network's convention "Jiffy" developer and shown a few hours later.

SUBSTITUTE SAVES DAY • ABC-TV didn't tell anyone in Chicago that it found a staple implanted in its cable when checking for the cause of a breakdown during an exclusive interview with Averell Harriman. It followed the same policy of "no comment" at the Cow Palace last week, too. During the opening coverage four tv audio lines were discovered cut. Service was quickly restored by substituting radio lines.

BY DAWN'S EARLY LIGHT • Political bigwigs at San Francisco might have agreed that conventions are "politics—as usual," but they might have easily added, "but why so early?" During last week's GOP convention, word reached several Republican notables—Vice President Richard M. Nixon, Chairman Leonard Hall, Cabinet Member Harold Stassen and California Gov. Goodwin J. Knight—that both CBS-TV and NBC-TV wanted to "talk to them" on their two early morning shows, *Today* (NBC) and *Good Morning with Will Rogers Jr.* (CBS). In the East, "early morning" means 7 a.m., on the Coast, it means 4 a.m. All stoically faced up to the ordeal of having to arise in the "middle of the night." Commented Mr. Hall: "Greater love hath no man for his party than to get up at this hour of the morning—3:30 a.m.—for a tv show."

CUNNING COME-ON • CBS-TV used models to promote its *Good Morning* program with Will Rogers. Placards carried by beauties parading in lobbies invited all comers to studio in the Fairmont. In small lettering: "4 to 6 a.m."

SUIT SUITABLE • Esther Van Wagoner Tufty, special correspondent for NBC, tried to meet the fashion competition of Betty Furness of CBS (who reportedly had 14 trunks-full of clothing changes for her Westinghouse commercials) by travelling in a single "all-purpose" dress and a suit. But the dress was a Chicago casualty—it ripped up the back—she reported, and she was glad to find San Francisco cool enough for the suit.

FREE FACILITIES • The free recording facilities offered newsmen at the San Francisco convention by Ampex Corp. and Minnesota Mining & Mfg. Co. appeared to be getting even heavier use than at Chicago, based on Monday and Tuesday traffic which was a "conservative 10-15% greater" than that experienced at the Democratic Convention. Recording studios were maintained in the Fairmont Hotel as well as at the Cow Palace. In Chicago the facility made 416 recordings for 133 stations.

FREE TAXI SERVICE • MBS Press Director Frank Zuzulo used his two Nash ramblers to roam San Francisco streets between major events and offer rides to delegates as well as anyone else without a ride to a convention activity. Cars bore large MBS signs.

SWIFT SHIFT • When the U. S. Secret Service —which guards the President and plans his route —changed the schedule of a Presidential motorcade, as it did Thursday, it played havoc with the best laid plans of tv-men. According to ABC-TV, the shift in the route through San Francisco when Mr. Eisenhower motored to the convention hall to accept his renomination as the GOP standard bearer, kept the network busy from 8 A. M. EDT up to showtime rearranging facilities. The network's coverage included relay by microwave from the ABC "crash" truck (mobile unit) to the top of the Mark Hopkins Hotel, to the Fairmont Hotel, to the Cow Palace and to McClaren Park, with relays from each of these points to the network. In addition, other equipment such as the long-range lens cameras—Super Big Jake and Big Jake—were used; 35 cameras were deployed at scattered points and 20 newsmen were stationed both along the route and in the convention hall.

'MAN WHO' POLL • Newsmen among network circles had a pool on total number of instances in which speakers would use the phrase "the man who." CBS' Bill Leonard reported one 40-minute speech at convention several years ago "the man who" expressions rang up 126 mentions.

RADIO-TV TO KICK OFF STEVENSON BID

Democratic candidate to begin campaign for presidency Sept. 13 with a half-hour simulcast on all seven major broadcast networks. Additional media addresses are under discussion, with 89 five-minute spots also planned.

DEMOCRATIC presidential nominee, Adlai E. Stevenson, tentatively is scheduled to open his radio-tv campaign for the Nov. 6 election with a half-hour simulcast on the three television networks and four radio networks Sept. 13 when he addresses a fund-raising dinner in Harrisburg, Pa.

George W. Ball, Washington attorney who up to last weekend was Gov. Stevenson's public relations director, said additional half-hour Stevenson addresses on radio and tv networks currently are under discussion, but nothing has been decided. Staff officials of the Democratic National Committee, its agency, Norman, Craig & Kummel, New York, and Mr. Stevenson were conferring on these and other phases of the Democratic candidate's presidential campaign last week at Mr. Stevenson's farm in Libertyville, Ill.

Mr. Ball said the campaign calls for 44 nighttime and 45 daytime network five-minute tv film spots featuring Gov. Stevenson and other top Democratic figures. Not settled as yet are which networks will carry the tv film spots, he said. The five-minute spot plan was worked out with networks by Reggie Schuebel, who is working with NC&K on the Democratic campaign. They will be placed adjacent to regular half-hour network programs which will be shortened to 25 minutes to accommodate the spots.

Mr. Ball said there are no definite plans to televise addresses that Gov. Stevenson may make between now and Sept. 13.

Filmed at Farm

A number of the five-minute tv spots were filmed with the Democratic nominee last week on his Libertyville farm, and it was announced that one of the spots would occupy the last five minutes of *The $64,000 Question* (CBS-TV 10-10:30 EDT Tuesday) sometime this fall. Without a script, Gov. Stevenson used various backgrounds around his farm to film his views on the farm problem, foreign affairs and other campaign issues. The films were being made at the rate of two a day.

Reports coming from Stevenson representatives stressed the lack of funds for executive electronic campaigning by Mr. Stevenson and the wealth of funds available to the Republicans for a radio-tv campaign. An announcement indicated Gov. Stevenson would conduct a "grass roots" campaign through the use of an automobile caravan to contrast with the Republican plans to wage the Eisenhower campaign primarily by radio and tv. Mr. Stevenson will spend this week and early next month conferring with Democratic leaders at eight points throughout the country.

Reports from Libertyville last week indicated Clayton Fritchey, deputy chairman of the Democratic National Committee, will be appointed Gov. Stevenson's news secretary, replacing Roger Tubby, who will continue to operate at a high level during the campaign. Whether Mr. Ball would continue as public relations director was not made clear last week. An announcement was to be made regarding the Stevenson staff, but had been postponed up to Thursday.

Also meeting with Gov. Stevenson at Libertyville last week were Eugene H. Kummel, vice president of NC&K, accompanied by consultants borrowed from J. Walter Thompson Co. and Sullivan, Stauffer, Colwell & Bayles, both New York, it was reported. Walter O'Meara, independent consultant on radio-tv and other public relations problems, also was with the group.

Reinsch As Advisor

J. Leonard Reinsch, director of the James M. Cox radio-tv properties and manager of the Aug. 11-17 Democratic convention in Chicago, is expected to be active in an advisory capacity in the 1956 campaign.

Public relations director of the Democratic National Committee is Sam Brightman, with Jack Christie the DNC's tv-radio director.

Barry Bingham, president, WHAS-AM-TV Louisville *(Louisville Courier-Journal)*, a leader of the reactivated National Volunteers for Stevenson, arrived in Washington last week to begin setting up headquarters for that organization a few doors from the Stevenson and DNC headquarters.

ARB Reports Shows 99.6% Potential Demo Coverage

AN UNPRECEDENTED 99.6% of the nation's tv homes were able to view the Democratic convention live from Chicago on at least one of the three networks, according to the American Research Bureau. The ARB study further revealed that the 80 stations carrying the ABC coverage could reach a possible 75.2% of the tv public; 166 CBS stations had a 94% potential, and 143 NBC stations a potential of 93.3%.

The 99.6% coverage represents 34,611,000 tv sets across the country, according to ARB. The .4% without live coverage included the vicinities of Billings, Butte and Great Falls, all Montana; Rapid City, S. D.; Grand Junction, Colo., and Grand Forks, N. D. The report stated that 70.9% of all tv homes had a choice of all three networks, 21.1% could choose between two and 7.6% were limited to the coverage of one network.

Kobak Criticizes Butler For Stand Against CBS

VETERAN broadcaster Edgar Kobak, president of WTWA Thomson, Ga., was "surprised and deeply hurt" when Democratic National Chairman Paul Butler struck out at CBS for not carrying all of the "Pursuit of Happiness" film at the Democratic convention.

In a letter to Mr. Butler, Mr. Kobak, formerly president of Mutual Broadcasting System and former chairman of the NARTB Freedom of Information Committee, said that Mr. Butler should not forget that "this is a free country where we have a free press and free radio and television."

"Mrs. Kobak and I . . . noted that NBC and ABC were carrying the film and we watched it for a few minutes," he added, "but we were given a free choice when we switched to CBS and found what they were doing of enough interest that we stayed with CBS . . ."

BMI Says Classical Music Now Among Big Businesses

CLASSICAL music, traditionally regarded as an interest belonging to the few, has become big business, Broadcast Music Inc. reported last week. In a special BMI report on the status of concert music in the U. S., indications are given that music interest is growing by leaps and bounds, and as it does, more money is being spent for it.

Says BMI: In 1955, more money was spent by Americans in concert attendance and phonograph record purchasing than in baseball game attendance; more money was spent last years for high-fidelity equipment and other phonograph combinations than for all spectator sports during 1954, and of the $30 million spent on sheet music in 1954, more than 84% went into concert music sales throughout the country.

As orchestras, summer festivals, music appreciation courses and other phases of musical life grow, so does radio programming. Reported BMI: 1,279 radio stations last year aired well over 8,000 hours of concert music, a figure that is certain to rise as additional programming is instituted this year by at least 553 stations.

These details, such as monies spent on instruments, the number of opera companies, their repertoires, etc., are contained in BMI's booklet, "Concert Music U. S. A. 1956," which the licensing organization said it is making available to all interested parties.

Laurence Clients Receive Direct Middle East Reports

JOCK LAURENCE, head of Laurence News Features, New York, left Paris a fortnight ago enroute to various Arab nations to tape-record on-the-spot reports to be shipped air-express to Laurence client stations in the U. S.

The news-gathering firm, which was established only four months ago, also will start servicing clients Sept. 1 with correspondents in London, Paris, Rome and other key overseas cities. All tapes are "personalized," with the correspondent introducing himself with the stations' call letters and sponsor identifications for local use.

PROGRAM SERVICE PEOPLE

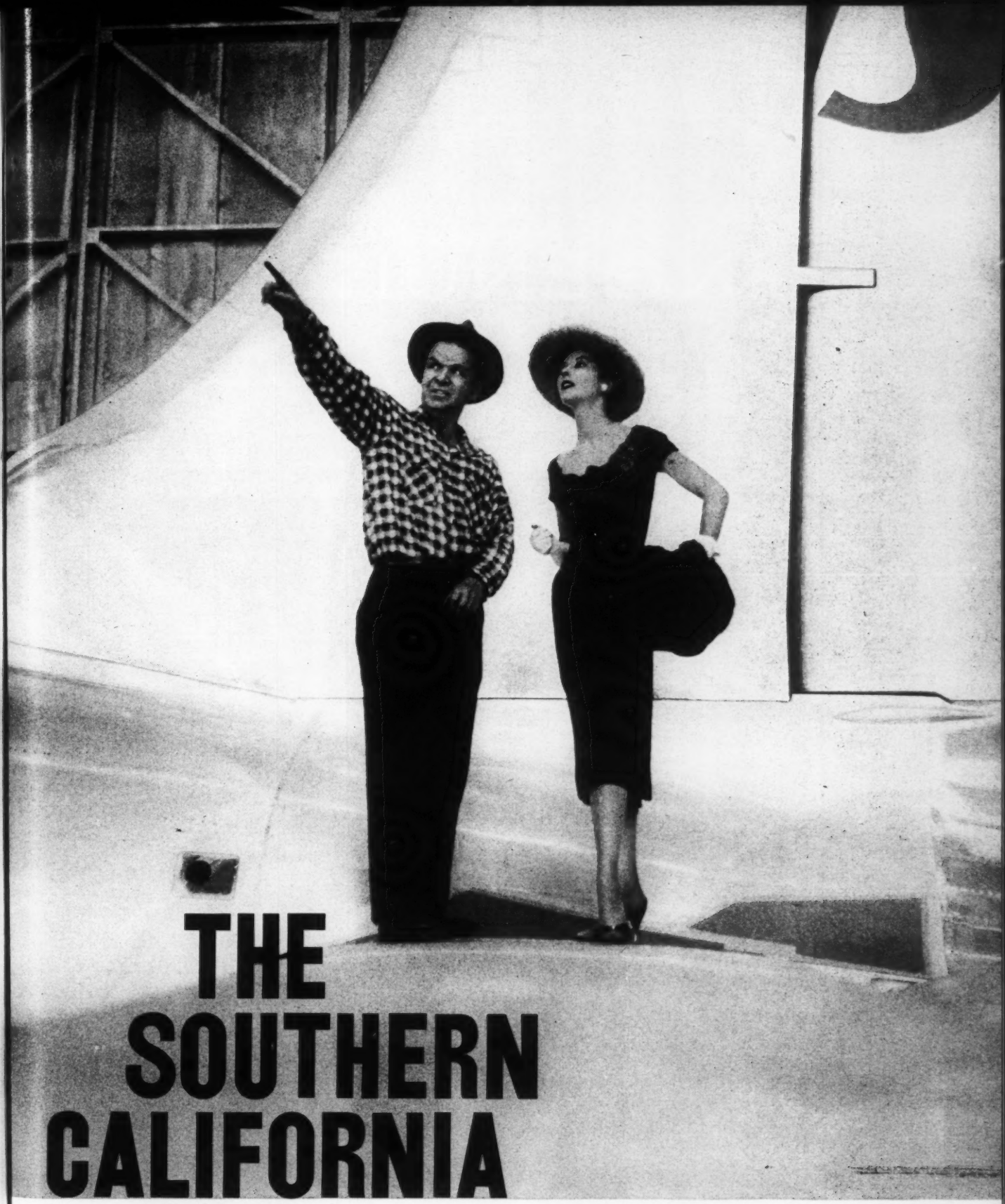
Frank J. Sullivan, formerly with NBC and William Esty Co., named vice president-general manager of television program division, LPS Industries, N. Y.

Steven Gethers, tv playwright *(U. S. Steel Hour, Kraft Television Playhouse)*, will conduct tv writing laboratory at Long Island U., Brooklyn, N. Y., beginning next month.

J. Walter Collins, 61, Middle East manager for United Press, died at Cairo, Egypt, Aug. 18. He suffered heart failure following attack of pneumonia.

PROGRAM SERVICE SHORT

Bob Clampett, Hollywood tv producer, has developed new live, half-hour daily tv quiz show for children, *Rocket to Riches,* featuring children as audience-participants, puppets and live characters. Package is being offered for sponsorship.



THE SOUTHERN CALIFORNIA LOOK

It's drifts of filmy lace on the Empire bodice of this cocktail sheath by Dorothy O'Hara of California.

It's $26.6 billions worth of planes produced last year in Metropolitan Los Angeles, the U. S. aircraft capital.

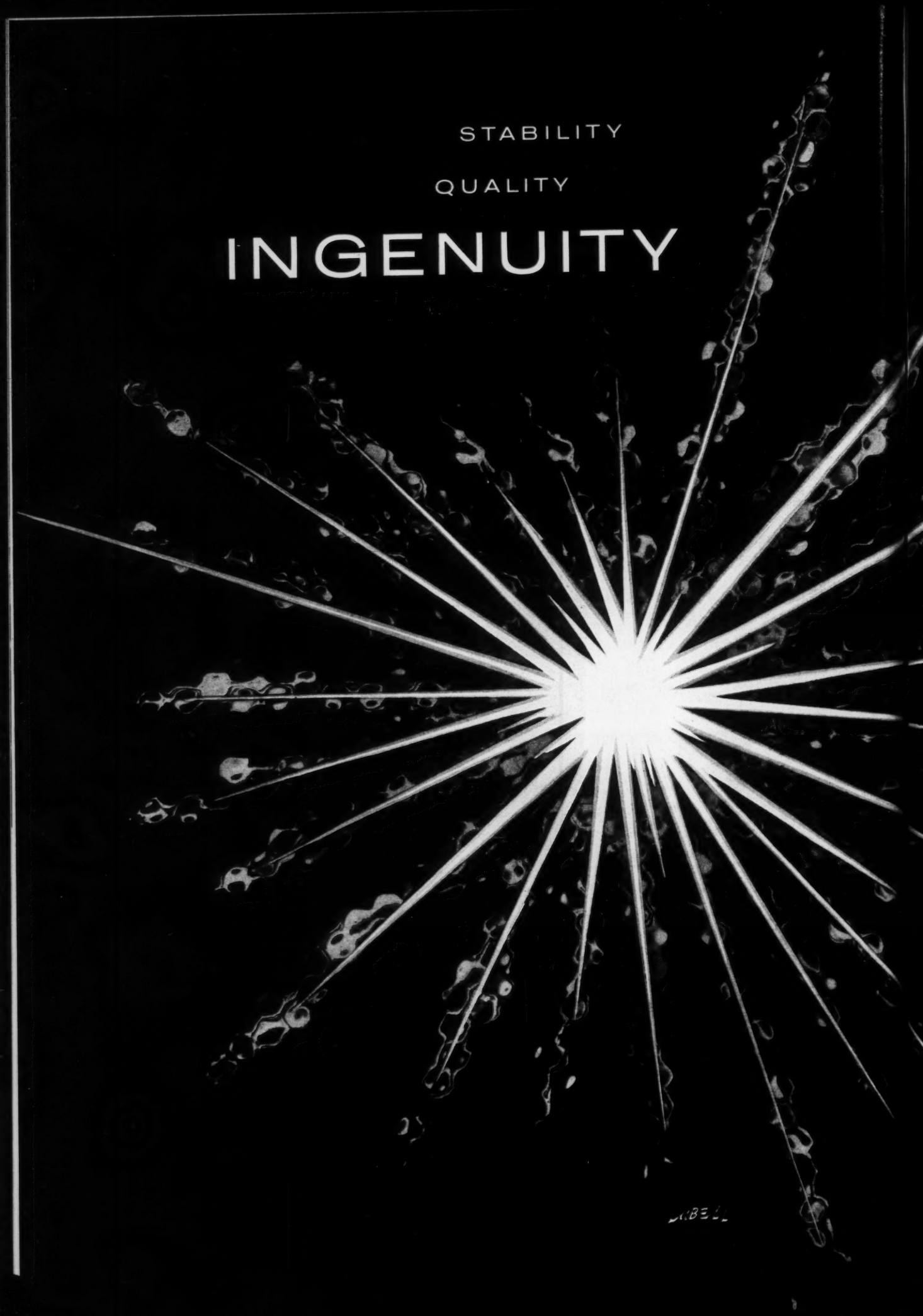
It's millions of lasting impressions on big-earning, big-spending Southern Californians by advertisers on

KRCA·4 ... NBC TELEVISION IN LOS ANGELES ... SOLD BY NBC **SPOT SALES**

STABILITY

QUALITY

INGENUITY



Sometimes it's relatively easy to make a sale.

When everything clicks into place – market, station, ratings, availabilities, price – a sale is largely a matter of men – the right salesman in the right place at the right time.

But sometimes it's awfully hard; and it couldn't be harder than when your market isn't even on the advertiser's list!

That's when – sometimes – it takes an idea.

Recently the Paul H. Raymer Company ran into what *looked* like a stone wall. A major radio advertiser – marketing a rheumatic/arthritic drug – had blueprinted a national spot campaign that by-passed the entire Central California Valley – an area dominated by the McClatchy Beeline Stations.

To get Fresno and Sacramento – the two major Valley markets – added to the list, Raymer Research dug down deep into Public Health Reports and medical journals for the answers to questions like... *What kind of people get arthritis? Where do most arthritic sufferers live? Who buys most rheumatic drugs?*... and came up with convincing proof that the Valley markets offered greater *customer potential* – more people with arthritis and a greater chance for rheumatism to strike – than the more heavily populated Pacific Coast cities.

On the basis of that research, translated into a 34-page marketing report and analysis, the Raymer Company was able to splinter budgets earmarked for Los Angeles and Seattle and *create* 26-week schedules on KFBK and KMJ.

And all it took was an *idea*... an idea plus the men to *have* it, to *prove it* and to *sell* it.

PAUL H. RAYMER COMPANY, INC.

Exclusive National Representative Since 1932

NEW YORK • CHICAGO • LOS ANGELES

DALLAS • SAN FRANCISCO

DETROIT • ATLANTA

PAUL H. RAYMER COMPANY

EST. 1932

TV NETWORK BUYS AND BUYERS

TOP 10 TV NETWORK ADVERTISERS IN JUNE 1956

1.	Procter & Gamble	$3,556,550
2.	Colgate-Palmolive	1,883,618
3.	Chrysler Corp.	1,521,574
4.	Gillette Co.	1,429,980
5.	General Motors	1,394,685
6.	General Foods	1,349,776
7.	American Home Prod.	1,130,673
8.	Lever Brothers	966,916
9.	R. J. Reynolds	941,376
10.	Ford Motor Co.	830,846

'56 PURCHASES BY AUTOMOTIVE PRODUCTS RISE $10 MILLION

IT'S still foods, automobiles, toiletries, soaps and cigarettes leading the parade of national advertisers which invest in network television.

As of last June, the automotive product group of Publishers Information Bureau's reports was the most impressive. Its January-June total was $31,028,789 in network timebuying, a gross figure that was $10 million higher than the comparable period of a year ago.

Also according to computation based on PIB's data, foods advertisers spent over $43.5 million, some $3 million more than the six-month period of last year. Toiletries was nearly $5 million ahead for a total of over $39.6 million. Soaps topped the $29.4 million mark, stepping ahead of last year's Jan.-June period by about $8 million. Tobacco firms were spending about the same, a little over $20.7 million.

In June, the tv networks picked up $6.5 million in gross billing over the same month of last year and were $27.2 million ahead of the comparable six-month period.

The top 10 advertisers in network tv kept up their buying pace, although June was not quite as impressive as May for Procter & Gamble, Colgate-Palmolive, Chrysler, General Motors, American Home Products, Lever Bros., R. J. Reynolds and Ford Motor. Gillette, however, was spending more in June than in May, moving up from sixth to fourth place. General Foods also increased its buying, rising from ninth to the sixth spot.

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR JUNE AND JANUARY-JUNE, 1956, COMPARED TO 1955

	June 1956	Jan.-June 1956	June 1955	Jan.-June 1955
Agriculture & Farming	$ 79,383	$ 340,929	$ 19,845	$ 19,845
Apparel, Footwear & Access.	246,855	1,552,002	204,568	1,814,761
Automotive, Auto Equip. & Access.	4,641,627	31,028,789	3,511,370	21,140,125
Aviation, Access. & Equip.	.....	.....	19,380	33,915
Beer, Wine & Liquor	672,717	3,476,906	642,341	3,690,954
Building Materials	333,399	1,904,433	66,654	622,735
Confectionery & Soft Drinks	783,948	5,220,185	655,537	4,338,881
Consumer Services	280,467	970,993	84,171	752,796
Drugs & Remedies	2,887,269	18,555,493	1,756,753	10,539,195
Food & Food Products	7,173,982	43,555,407	6,529,492	40,466,212
Gasoline, Lubricants & Other Fuels	412,935	2,251,635	362,795	2,285,291
Horticulture	68,297	203,453	13,549	109,669
Household Equipment & Supplies	2,147,118	15,206,525	2,400,327	15,575,573
Household Furnishings	242,565	1,698,766	144,407	1,628,223
Industrial Materials	704,246	4,722,148	563,251	3,716,625
Insurance	373,535	2,216,151	154,904	1,032,700
Jewelry, Optical Goods & Cameras	742,032	2,964,495	383,774	2,544,301
Office Equipment, Stationery & Writing Supplies	282,082	2,161,627	403,632	3,125,573
Political	.....	5,295	.....	.....
Publishing & Media	50,711	525,653	42,924	365,422
Radios, Tv Sets, Phonographs, Musical Instruments Etc.	396,973	3,864,503	585,499	4,769,790
Retail Stores & Direct by Mail	.....	.....	.....	10,392
Smoking Materials	3,213,862	20,720,735	3,467,893	20,781,062
Soaps, Cleansers & Polishes	4,991,045	29,422,763	3,530,642	21,398,968
Sporting Goods & Toys	31,367	340,415	.....	45,927
Toiletries & Toilet Goods	7,207,191	39,623,665	6,076,821	34,605,547
Travel & Resorts	46,875	276,615	39,210	240,435
Miscellaneous	232,154	1,700,731	110,973	1,654,902
TOTALS	$38,242,635	$234,510,312	$31,770,712	$197,309,819

Source: Publishers Information Bureau

LEADING ADVERTISERS IN RESPECTIVE GROUPS FOR JUNE 1956

Ralston-Purina	$ 42,844
Knomark Mfg.	105,456
Chrysler	1,521,574
Joseph Schlitz Brewing	255,975
General Electric	93,096
Coca-Cola	195,509
American Tel. & Tel.	236,046
American Home Prod.	1,091,319
General Foods	1,349,776
Gulf Oil	213,225
Outboard Marine & Mfg.	39,330
General Electric	449,523
Armstrong Cork	161,440
Aluminum Co. of Am.	174,525
Prudential Ins. Co. of Am.	220,500
Eastman Kodak	267,764
W. A. Sheaffer Pen	94,260
Time Inc.	44,920
RCA	97,217
.....	.....
R. J. Reynolds Tobacco	941,376
Procter & Gamble	3,212,420
Mattel	31,367
Colgate-Palmolive	1,437,619
Pan-American World Air.	42,270
Armour	62,734

FREE BOOKLET

TUNE IN YOUR TIME SALES

RCA House Monitoring turns your receivers into sales tools

...TELLS HOW STATIONS CAN GIVE SERVICE THAT RATES HIGH WITH CLIENTS

"Tune in Your Time Sales" describes the benefits of the RCA House Monitoring System. It points out that with such a system the television station is better equipped for serving clients efficiently.

You can dial any local on-air signal . . . any studio signal wherever you happen to be in the station. What a service to sponsors this is in program planning! When a question is asked about other stations . . . competing programs . . . you're there with the proof! In special presentation in your own studio, or in viewing commercials, it's a tremendous assist to be as close to the "on-air" result as your nearest monitor.

Up to seven channels are available—tailored to your own special requirements. You can flip the switch and bring in whatever your client requires.

Fully rated for color, the RCA House Monitoring System is low in cost and easy to install and operate. Complete technical description of the equipment is included in this booklet.

Ask your Broadcast Sales Representative for a copy.

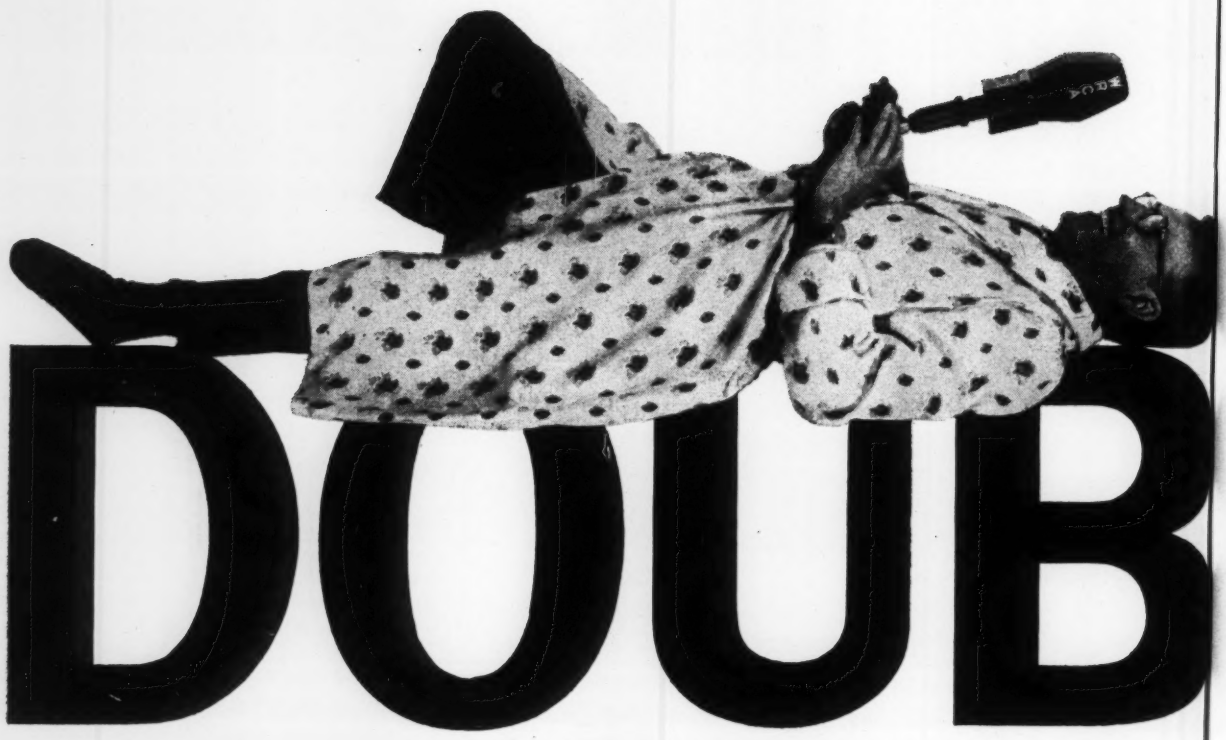
Your Off-Air Signal

Film Preview

Special Client Presentation in Your Studio

RADIO CORPORATION of AMERICA
BROADCAST AND TELEVISION EQUIPMENT CAMDEN, N. J.

In Canada: Write
RCA VICTOR Company Limited, Montreal



PULSE with Bill Cullen has propelled ratings on WRCA-radio from

2.1 IN AUGUST 1955 to 4.0 IN AUGUST 1956

making WRCA New York's #1 network radio station in the morning!

Source: Pulse, Inc.

LED!

The August ratings dramatize how PULSE with Bill Cullen has fascinated New York.

Twice as many listeners as a year ago now are tuned to NBC's flagship station—a larger morning audience than that of any other network outlet.

And because prices haven't changed yet, PULSE is just as fascinating for time-buyers.

Here is the prestige of a network flagship station—the persuasive salesmanship of a great personality—a remarkably low cost-per-thousand—a bigger-than-ever audience.

All this in PULSE, the modern morning radio service. All this can be yours. Just call George Stevens, our Sales Manager, at CIrcle 7-8300.

WRCA-RADIO NBC RADIO LEADERSHIP STATION IN NEW YORK

SOLD BY NBC SPOT SALES

A BIG MARKET?

Retail sales top

1⅓ BILLION DOLLARS

in Flint and the Saginaw Valley

NBC abc

The stars shine on WNEM-TV. Advertisers know the influence of the Golden Valley's most important station.

Michigan's 2nd richest market

Here, in the Flint-Saginaw market, average city-family income is $6,413.75. And retail sales are more than *one and one-third billion dollars* . . .

- **$298,940,000 for food**
- **$343,660,000 for automobiles and accessories**
- **$46,208,000 for drug products**

86.9% of the market homes are television homes—and WNEM-TV is the one, the *only* station *completely* covering them all. ARB and PULSE survey results say so.

Contact Headley-Reed or Michigan Spot Sales

WNEM-TV

A *Gerity* STATION

CHANNEL 5

serving Flint, Saginaw, Bay City, Midland

Radio Stations **WPON** — *Pontiac, Michigan*
WABJ — *Adrian, Michigan*

Personal Income Rises; South's Gain Highest

FIVE of the seven states showing the highest percentage increase in total personal income from 1954 to 1955 were located in the South, according to the annual income analysis by the Office of Business Economics, U. S. Dept. of Commerce.

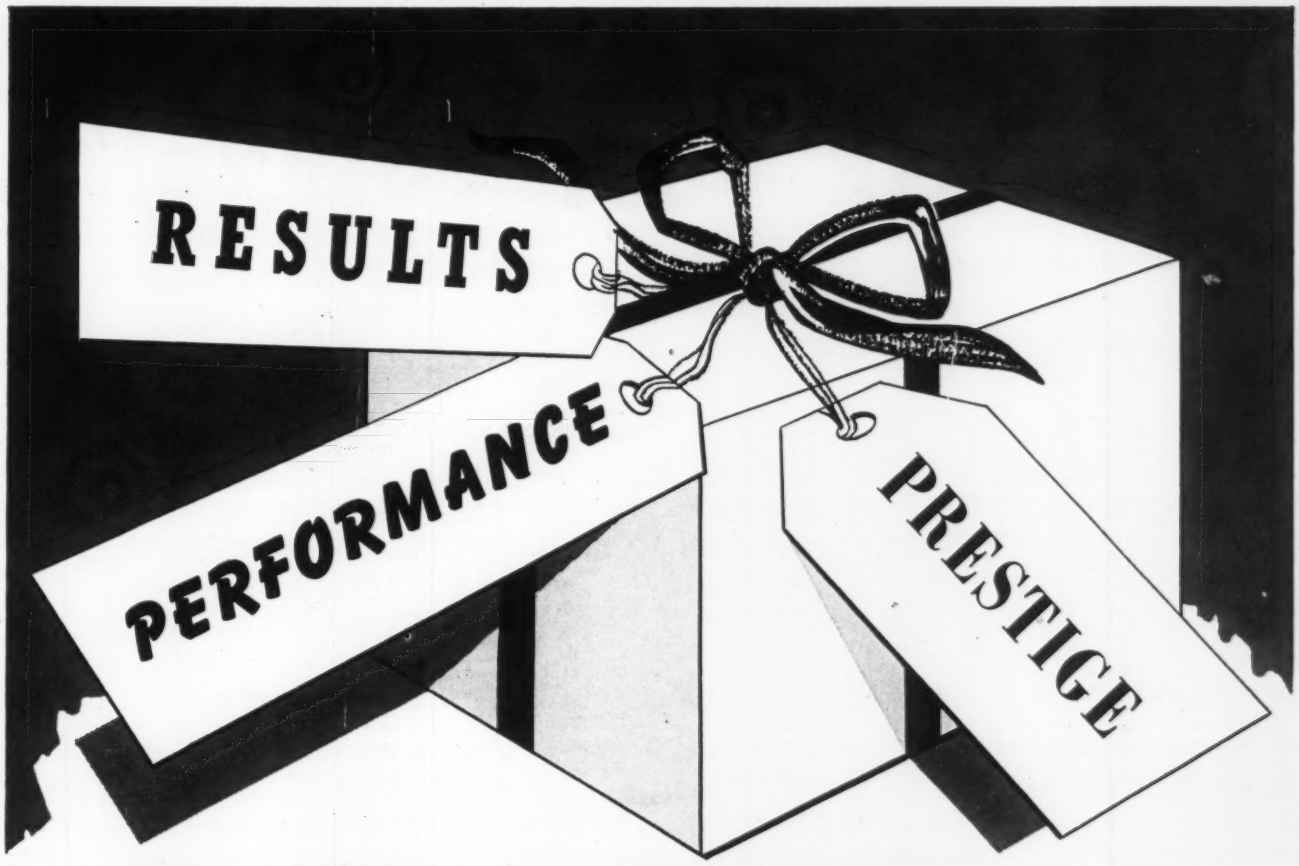
Total U. S. personal income totaled $303 billion in 1955, up $19 billion or 7% from 1954, according to the analysis. Much of this expansion was due to manufacturing industries, with national farm income down 5% for 1955. Personal income is based on wages and salaries as well as other income from rents, dividends, farms, interest, social insurance benefits, direct relief and veteran's benefits.

North Dakota led all states in the 1954-55 income gain, showing 16% improvement, due mainly to farm recovery. Alabama and Nevada showed 13% gain with 11% for Maine, Mississippi, Georgia and Florida.

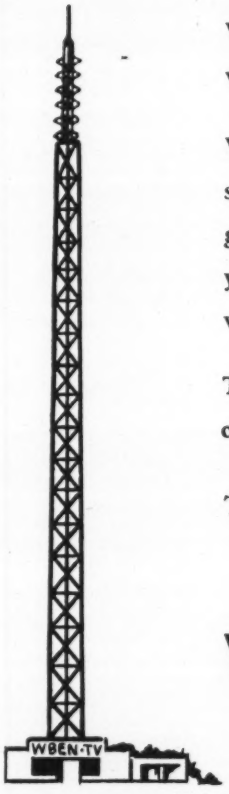
Per capita personal income averaged $1,847 for the U. S. in 1955, 5% above the $1,767 in 1954. Delaware topped all states with $2,513 with Mississippi lowest, $946.

Following are total personal and per capita income for 1955, by states and regions:

	Total personal income		Per capita personal income	
	Amount (millions of dollars) 1955	Percent change, 1954 to 1955	Amount (dollars) 1955	Percent change, 1954 to 1955
CONT. U. S.	303,391	7	1,847	5
NEW ENGLAND	20,075	6	2,087	7
Conn.	5,497	7	2,499	6
Me.	1,443	11	1,593	10
Mass.	10,010	6	2,097	7
N. H.	958	7	1,732	7
R. I.	1,599	5	1,957	4
Vt.	568	6	1,535	7
MIDDLE EAST	80,273	6	2,100	5
Del.	980	10	2,513	4
D. C.	1,992	6	2,324	5
Md.	5,463	8	1,991	2
N. J.	12,304	6	2,311	4
N. Y.	36,255	6	2,263	5
Pa.	20,724	5	1,902	5
W. Va.	2,555	6	1,288	6
SOUTHEAST	43,758	8	1,292	6
Ala.	3,674	13	1,181	12
Ark.	1,913	7	1,062	8
Fla.	5,923	11	1,654	5
Ga.	4,882	11	1,333	10
Ky.	3,728	4	1,238	3
La.	3,910	4	1,333	3
Miss.	2,018	11	946	11
N. C.	5,371	8	1,236	5
S. C.	2,557	7	1,108	5
Tenn.	4,288	6	1,256	5
Va.	5,494	6	1,535	4
SOUTHWEST	20,166	6	1,581	3
Ariz.	1,588	7	1,577	−1
N. M.	1,134	5	1,430	2
Okla.	3,328	5	1,506	4
Tex.	14,116	6	1,614	3
CENTRAL	86,999	6	1,992	5
Ill.	20,988	6	2,257	4
Ind.	8,201	8	1,894	5
Iowa	4,213	−5	1,577	−6
Mich.	15,632	10	2,134	7
Minn.	5,394	4	1,691	2
Mo.	7,560	7	1,800	5
Ohio	18,442	7	2,062	6
Wis.	6,569	6	1,774	4
NORTHWEST	13,841	3	1,595	0
Colo.	2,729	8	1,764	5
Idaho	895	4	1,462	2
Kan.	3,393	0	1,647	−2
Mont.	1,160	8	1,844	6
Neb.	2,147	−4	1,540	−6
N. D.	882	16	1,372	15
S. D.	850	−6	1,245	−7
Utah	1,238	8	1,553	3
Wyo.	547	2	1,753	−3
FAR WEST	38,279	8	2,189	4
Calif.	29,438	8	2,271	5
Nev.	572	13	2,434	2
Ore.	3,090	6	1,834	4
Wash.	5,179	4	1,987	1



This service package makes YOUR TV DOLLARS COUNT FOR MORE ON CHANNEL 4 . . . Buffalo



When you're buying time in Buffalo, buy the service package packed with powerful selling impact. Buy WBEN-TV!

WBEN-TV is the top television station of rich Western New York. On the air since 1948, WBEN-TV has the experience and performance record that guarantees perfect handling of commercial copy. Whether "live" or filmed, your promotional effort is in the hands of trained, tested experts—men who know the importance of proper product presentation.

To the people of Western New York WBEN-TV is the prestige station—the one they view most often, see best and to which they are most loyal.

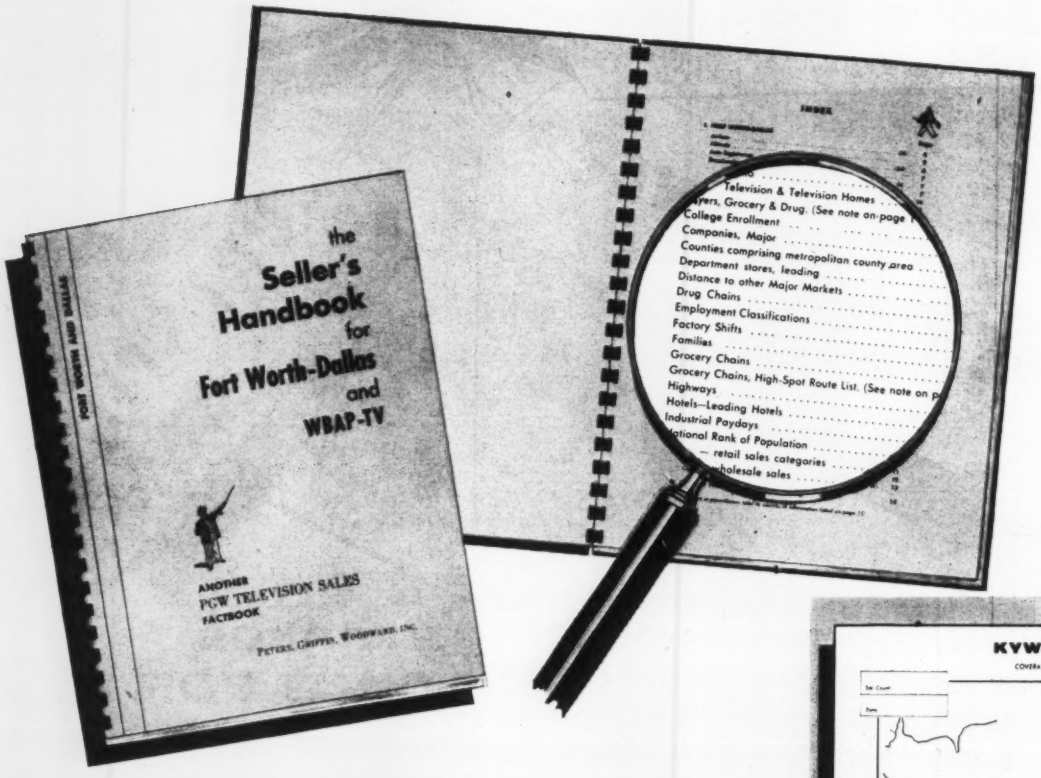
That's a big package — *and WBEN-TV delivers it every time.*

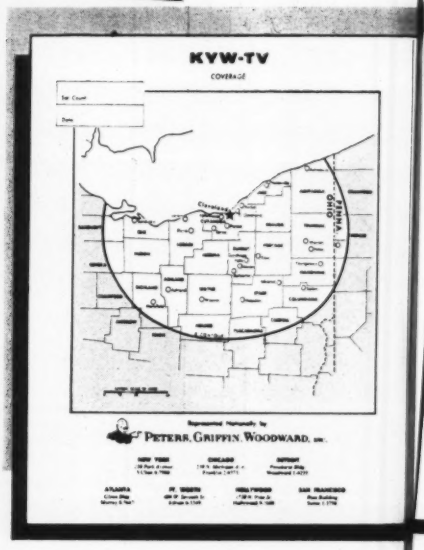
WBEN-TV BUFFALO • CH. 4

CBS BASIC

Represented Nationally by HARRINGTON, RIGHTER & PARSONS, Inc.

"ask your Colonel"..





THE SELLER'S HANDBOOK

The names of grocery chains; the number of service stations; factory shifts; paydays; the weather month-by-month; the kind of water; transportation; hotels; distance to the airports; major companies are just a few of the facts you'll find in each of The Seller's Handbooks now completed for 24 markets represented by PGW Television Sales. Much of this data was included at the suggestion of advertisers and agency account executives . . . and we hope that they will find the Handbooks especially useful.

. . . . . ask your Colonel

PETERS, GRIFFIN, WOODWARD, INC.

Pioneer Station Representatives Since 1932

NEW YORK
250 Park Avenue
YUkon 6-7900

CHICAGO
230 N. Michigan Ave.
Franklin 2-6373

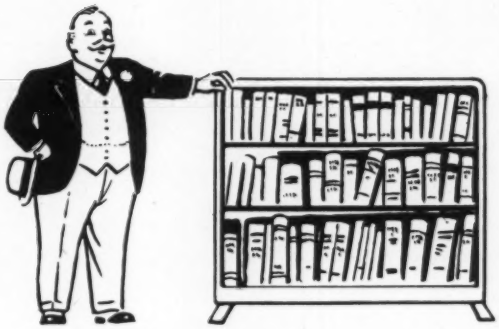
DETROIT
Penobscot Bldg.
Woodward 1-4255

ATLANTA
Glenn Bldg.
Murray 8-5667

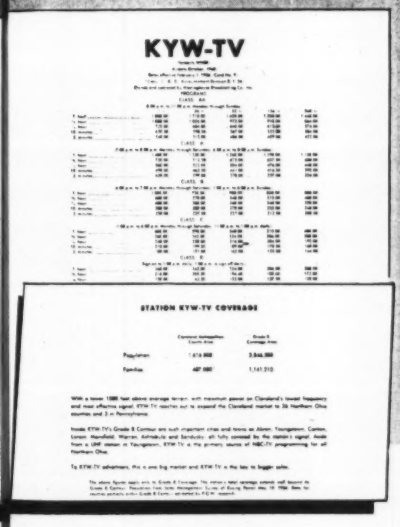
FT. WORTH
406 W. Seventh St.
Edison 6-3349

HOLLYWOOD
1750 N. Vine St.
Hollywood 9-1688

SAN FRANCISCO
Russ Building
Sutter 1-3798



P.G.W. television has just prepared what is probably the most complete collection of market and station facts ever assembled at one time by a broadcast sales organization. Designed to help us better serve the people we sell, we hope that you will make full use of this information:



PRESENTATION HOLDER

To make his presentations complete and compact, your Colonel is now equipped to deliver availabilities, for each station, in a file-size folder on which is printed: the station coverage map; rate card; a concise market profile and highlights of the station's programming or personalities.

A complete set of 24 would be a worthwhile addition to every buyer's file.

. . . . . *ask your Colonel*

"DAME TIME" TELEVISION

More light on the most discussed and least understood area of television advertising. PGW Television Sales' newest presentation "Dames In The Daytime" is directed primarily to brokers, distributors, wholesalers and company representatives in the markets we represent. But, anyone interested in selling the women who buy their wares will find this booklet timely, easy to read, and highly informative.

. . . . . *ask your Colonel*

Please turn the page

. . . Here are the stations and the markets we sell

		VHF CHANNEL	PRIMARY
EAST-SOUTHEAST			
WBZ-TV	Boston	4	NBC
WGR-TV	Buffalo	2	ABC
KYW-TV	Cleveland	3	NBC
WWJ-TV	Detroit	4	NBC
WPIX	New York	11	IND
KDKA-TV	Pittsburgh	2	NBC
WCSC-TV	Charleston, S. C.	5	CBS
WIS-TV	Columbia, S. C.	10	NBC
WSVA-TV	Harrisonburg, Va.	3	CBS-NBC-ABC
WDBJ-TV	Roanoke	7	CBS
WTVJ	Miami	4	CBS
MIDWEST-SOUTHWEST			
WHO-TV	Des Moines	13	NBC
WOC-TV	Davenport	6	NBC
WDSM-TV	Duluth—Superior	6	NBC
WDAY-TV	Fargo	6	NBC-ABC
WISC-TV	Madison, Wis.	3	CBS
WCCO-TV	Minneapolis—St. Paul	4	CBS
KMBC-TV	Kansas City	9	ABC
WBAP-TV	Fort Worth—Dallas	5	ABC-NBC
KFDM-TV	Beaumont	6	CBS
KRIS-TV	Corpus Christi	6	NBC
KENS-TV	San Antonio	5	CBS
WEST			
KBOI-TV	Boise	2	CBS
KBTV	Denver	9	ABC
KGMB-TV KMAU—KHBC-TV	Honolulu Hawaii	9	CBS
KRON-TV	San Francisco	4	NBC

For sample schedules of: daytime volume plans; low-budget high-frequency ID schedules; women's participating programs; or a locally-originated, locally-integrated, tested and proven program of your own . . .

. . . . . *ask your Colonel*

PETERS, GRIFFIN, WOODWARD, INC.

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NEW YORK
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FT. WORTH
406 W. Seventh St.
Edison 6-3349

HOLLYWOOD
1750 N. Vine St.
Hollywood 9-1688

SAN FRANCISCO
Russ Building
Sutter 1-3798

Mentholatum Budgets $500,000 For Time

IN its biggest broadcasting schedule to date, Mentholatum Co. (cold preparations), Buffalo, N. Y., is planning to place well over $500,000 in radio-tv starting this fall and running through the early part of next year.

Starting Oct. 8, Mentholatum will sponsor five seven-and-a-half-minute segments of a strip of CBS Radio daytime serials every other week for 13 weeks. This purchase, said to represent $150,000 gross billing, is for programming yet to be announced. On Thursday, a spokesman for J. Walter Thompson Co. (Mentholatum's agency), New York, told B•T that the agency had placed a Mentholatum order for 13 alternate weeks of an unspecified number of 15-minute segments in CBS-TV's *Bob Crosby Show*, but that the deal had not been set as yet.

Thompson also purchased five one-minute participations in MBS's *Queen For a Day* and *Multi-Mystery Package*, both starting Nov. 19 for 13 consecutive weeks, a purchase that it estimates will reach 85-90% of all U. S. radio homes. Additionally, it was reported that Thompson is "dickering" with NBC-TV for a daytime purchase, but that there was "nothing definitely set" at this time.

Mentholatum has spent most of its past advertising budgets for print and radio-tv spot campaigns on a limited basis.

Lehn Fink Media Budget Now Over $1 Million Mark

IN ITS "most diversified expenditure" to date, Lehn & Fink Products Corp. has allocated "well over" $1 million to a campaign for Lysol disinfectant that will take the firm into every major broadcast market between now and 1957.

L&F, which earlier this month began sponsoring a Tuesday, 15-minute segment of NBC-TV's *Queen For a Day*, will add *It Could Be You*, also on NBC-TV, to its purchase list Oct. 2. These buys, plus others still in the talking stage, will account for over 60% of the total ad budget, according to Emanual Goren, L&F advertising manager. Agency is McCann-Erickson, New York.

DOUGLAS YATES (l) of BBDO, and Lionel Furst, of Dancer-Fitzgerald-Sample, were two of the 11 judges who helped select Margo Lucey "Miss Washington, D. C." in the beauty-talent search conducted by WWDC Washington. This is the fifteenth year the radio station has conducted the contest as part of the nationwide search for the next "Miss America."

CIGARETTES | IN PHILADELPHIA RADIO AND TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

TELEVISION (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Stations	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	R. J. Reynolds Tobacco Co.	8	3	42	391
	Camel (William Esty)		2	12	105
	Cavalier (William Esty)		2	2	30
	Salem (William Esty)		3	21½	97
	Winston (William Esty)		1	6½	159
2.	Liggett & Myers Tobacco Co.	2	3	16½	296
	Chesterfield (Cunningham & Walsh)		3	6	121
	L & M (Dancer-Fitzgerald-Sample)		3	10½	175
3.	American Tobacco Co.	6	3	17	281
	Lucky Strike (B. B. D. & O)		2	5	107
	Pall Mall (S. S. C. & B.)		3	10	132
	Tareyton (M. H. Hackett Co.)		2	2	42
4.	Philip Morris & Co.	—	3	17	263
	Marlboro (Leo Burnett)		3	17	263
5.	Brown & Williamson Tobacco Co.	2	3	16½	218
	Kool (Ted Bates)		3	4½	83
	Raleigh (Russel M. Seeds)		3	7	35
	Viceroy (Ted Bates)		2	5	100
6.	P. Lorillard Co.	3	2	3	51
	Kent (Young & Rubicam)		1	1	28
	Old Gold (Lennen & Newell)		2	2	23
7.	United States Tobacco Co.	—	2	6	17
	Encore (Kudner)		2	5	12
	Sano (Kudner)		1	1	5

RADIO (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Stations	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	R. J. Reynolds Tobacco Co.	1	5	87	116
	Camel (William Esty)		2	11	14
	Salem (William Esty)		5	76	102
2.	Liggett & Myers Tobacco Co.	2	5	96	114
	Chesterfield (Cunningham & Walsh)		2	7	18
	L & M (Dancer-Fitzgerald-Sample)		5	89	96
3.	P. Lorillard Co.	1	3	27	32
	Kent (Young & Rubicam)		2	14	17
	Old Gold (Lennen & Newell)		2	13	15
4.	American Tobacco Co.	—	4	16	28
	Pall Mall (S. S. C. & B.)		4	16	28
5.	Philip Morris & Co.	(P)	2	17½	23
	Philip Morris (N. W. Ayer)		2	17½	23
6.	Brown & Williamson Tobacco Co.	1	3	11	13
	Kool (Ted Bates)		3	5	5
	Viceroy (Ted Bates)		3	6	8
7.	Benson & Hedges	—	1	6	8
	Parliament (Benton & Bowles)		1	6	8

(P) Participations, as distinguished from sponsorship.

In the above summary, the monitoring occurred the week ending May 25, 1956.

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial.** When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper, Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.

*"Commercial Units": Commercials are taken from the monitored reports published by Broadcasting Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."

**Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks the average of the ratings for the preceding and following time periods is used wherever feasible: otherwise, the rating is that of either the preceding or following time period, normally the preceding.

WIBC–Leads in Indiana

Here's another WIBC public service exclusive in Indianapolis . . . a citation by the National Foundation for Infantile Paralysis for outstanding service in the fight against polio. WIBC is the only Indianapolis radio station to receive this certificate . . . further proof of WIBC's leadership in community service in Indianapolis.

FIRST IN COMMUNITY SERVICE

WIBC not only does an outstanding job in public service, but WIBC programs lead the audience ratings, too. In the 31-county Indianapolis trading area, *WIBC programs rank first during 447 out of 504 rated quarter hours each week.**

*Pulse Area Study, Sept.-Oct., 1955

FIRST IN AUDIENCE

WIBC's success in community service and in building big audience is traceable for the most part to the station's well known personality salesmen . . . Bill Baker, Lou Palmer, Easy Gwynn, Jack Morrow, and many others. These same personalities are available on a "first come, first serve" basis to help you sell your product or service.

FIRST IN THE HEARTS OF THEIR LISTENERS

To Sell Indianapolis, and Indiana,
the Best Buy... the *Only* Buy Is... WIBC!

WIBC 1070 KC
The Friendly Voice of Indiana

2835 N. Illinois Street
Indianapolis 8, Indiana

RICHARD M. FAIRBANKS,
President and General Manager

JOHN BLAIR & COMPANY · NATIONAL REPRESENTATIVES

THE Colorado Bureau for Lathing & Plastering has signed a 52-week contract for news and weather reports on KMYR Denver. Discussing the terms are (l to r) Tom White, KMYR account executive; Ken Hildebrandt, KMYR general manager, and Leo Schultz, business manager for the sponsor.

200 Tv Markets to Be Used In Gilmar Album Promotion

NATIONAL saturation campaign of some 20,000 one-minute spots in 200 television markets will be used for four weeks starting Nov. 12, Martin Gilbert, president of Gilmar Records, reported last Thursday. The Gilmar Christmas album of 12 hit tunes and 10 Christmas songs for $2.98 will be advertised on the spots "which contain not one single adjective nor superlative," Mr. Gilbert said.

Station time will be bought on saturation package or bulk rate basis, he said, and any per-inquiry business "will be infinitesimal." The spots feature five slides with a transcribed message by Bill Goodwin and live tag for local phone. Business is being placed by Martin Gilbert Adv. Inc., 6547 Hollywood Blvd., Hollywood. The firm used over 50 stations last year and has been built up over three-year period with tv, Mr. Gilbert said.

Bumstead Media Director For MJ&A in New York

ROGER BUMSTEAD, former media director of the David J. Mahoney Agency, disbanded after Mr. Mahoney assumed presidency of the Good Humor Corp. earlier this year, has been appointed media director of the New York office of MacManus, John & Adams, it is being announced today (Monday).

MR. BUMSTEAD

Most of the accounts formerly serviced by the Mahoney agency now are in the New York office of MJ&A. Before joining Mahoney, Mr. Bumstead was broadcast media supervisor at Maxon Inc., New York, and with the tv department of The Katz Agency, station representative.

We note with considerable interest that science has isolated the reasons that a new-born baby cries. They are, in no particular order: ● Hunger ● Excessive moisture in the trousers ● Warmth ● Coolth ● The discovery that his share of the national debt is $1607.53.

Before things get out of hand, we hasten to suggest a reason for rosy hue-ing the whole thing, at least for part of the population: A kid born in Eastern Iowa can listen to WMT as he grows up. This won't do much to offset the first four reasons, but it may merit some optimism anent the fifth.

WMT CBS for Eastern Iowa

National representatives: The Katz Agency

Mail address: Cedar Rapids

extra profits for 304 RCA Thesaurus

And You Can Profit, Too!

This "Shop At The Store With The Mike On The Door" decal is the sign of the most complete continuing on-the-air radio sales-merchandising campaign any transcription service has ever devised.

In markets of every size, this profitable RCA THESAURUS feature has netted subscriber-stations a profit of from 500% to 1,000% on their "Shop At The Store" investment! For instance:

- KSUM — Fairmont, Minnesota
  $4,375 new revenue in 10 weeks. 15 calls net 15 new sponsors in one day.
- WYZE — Atlanta, Georgia
  98 new contracts helped establish new station with $91,000 in extra kick-off billings.
- KOEL — Oelwein, Iowa
  $13,780 from 63 new contracts.
- WALM — Albion, Michigan
  In 3 weeks, $3,000 radio time sold to 66 merchants, including 42 brand new sponsors.

And sponsors rival stations with their success stories—like the woman's specialty shop which signed up as a "Store With The Mike On The Door," and in the course of a single day was swamped by 5,000 potential customers. At a cost of only 8¢ per 100 shoppers!

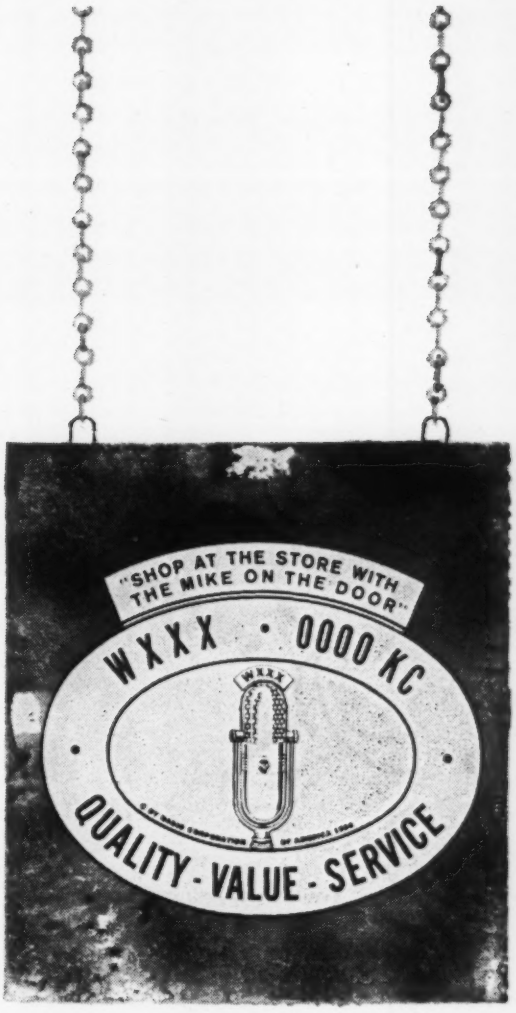
This unique time-selling plan builds extra income for you in three ways: By developing new sources of station revenue . . . By leading current sponsors to increase their present budgets . . . By converting short-term advertisers to long-term sponsors.

Available only to THESAURUS subscribers, "Shop At The Store With The Mike On The Door" — a complete campaign, from opening sales pitch to closing sponsor agreement form — is ready and waiting to go to work for you, with:

— Traffic-building "Shop At The Store" decals for your participating sponsors' stores, plus dozens of other publicity and promotion aids.

— Recorded announcements by such RCA THESAURUS star talent as Nelson Eddy, Sammy Kaye and Freddy Martin.

us subscribers with exclusive "shop at the store" plan



— Written promotions for air use by your station personalities.

And in '56 RCA THESAURUS clicks with two new sales-building shows:

Great American Women

Basil Rathbone narrates 65 open-end, five-minute recordings . . . Memorable moments in the lives of outstanding Americans like Betsy Ross, Ethel Barrymore, Annie Oakley, Helen Keller.

Jazz at the Philharmonic

A Special bonus package of 100 classics by the greatest men of jazz, including Count Basie, Gene Krupa, Teddy Wilson, Oscar Peterson . . . Plus 100 voice-track interviews with Norman Granz for your DJs.

Merchandising . . . Programming . . . Selling — RCA THESAURUS brings you all three! Build audience — Build sales, with on-the-air winners that appeal to every age and interest — Everything from children's shows to church programs, from waltz rhythms to Western roundups, from holiday specials to highlights of sports. Discover how these money-making RCA THESAURUS features can create new sales for you. Contact the RCA THESAURUS representative nearest to you!

RCA RECORDED PROGRAM SERVICES

155 East 24th Street, New York 10, N. Y., MUrray Hill 9-7200

445 N. Lake Shore Drive, Chicago, Ill., WHitehall 4-3530

522 Forsyth Building, Atlanta 3, Ga., Jackson 4-7703

1907 McKinney Avenue, Dallas 1, Texas, RIverside 1371

1016 N. Sycamore Avenue, Hollywood 38, Calif., OLdfield 4-1660

Tv Billings Errata

IN THE LIST of the top 200 national advertisers on television during the first six months of 1956, published on pages 34-35 of the Aug. 20 issue of B•T, Continental Baking was inadvertently listed twice, in 43rd rank order for its tv spot expenditures of $1,864,600 and in 141st position for its tv network time purchases of $526,043. The two should be combined for a total of $2,390,643 and Continental Baking moved to 33rd place on the list. Johnson & Johnson, with tv network billings of $767,434, should be inserted in the list in 106th position and Shell Oil moved from that place to 111.

Booraem Raised at LaRoche, Carroll O'Meara Joins Firm

HENDRIK BOORAEM Jr., vice president of C. J. LaRoche & Co., who has been heading the agency's television department, has become an account supervisor with new responsibilities in general management, it was announced last week.

In his general management assignments he will work with Board Chairman C. J. LaRoche and President James D. Webb. The move was attributed to a need for more key executives in active management and administration.

Jay Bottomley continues as manager of the agency's television department and Carroll O'Meara, formerly with NBC-TV on the West Coast and before that with Young & Rubicam there, has joined the LaRoche tv department to be in charge of television commercials. Tv operations in the west coast office at Beverly Hills, Calif., are under the direction of Stuart D. Ludlum.

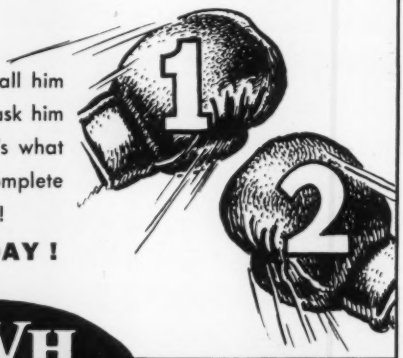
OUR OPPOSITION

WON'T TELL YOU BUT...

THE FIRST *area* ARB WILL!

The June 1-7 ARB "Special Survey" of the TWENTY-SEVEN CENTRAL KANSAS (WICHITA) AREA showed **KTVH** not just DOMINANT, but *OVERPOWERING!*

Of the **TOP FIVE** shows...**KTVH** had ***FIVE!***
Of the **TOP TEN** shows...**KTVH** had ***NINE!***
Of the **TOP FIFTEEN** shows...**KTVH** had ***THIRTEEN!***
Of the **TOP TWENTY** shows...**KTVH** had ***SEVENTEEN!***
Of the **TOP TWENTY-FIVE** shows...**KTVH** had ***TWENTY!***



Your H-R man has all the details...why not call him TODAY! And while you're talking to him, ask him about **KTVH**'s new **1-2 PUNCH!** That's what we call our new **DUAL STUDIOS**...complete studios in WICHITA as well as HUTCHINSON!

Check with your H-R Man TODAY!

KTVH KANSAS

CBS BASIC **Channel 12**

MAIN OFFICES AND STUDIOS IN **HUTCHINSON,** COMPLETE **DUAL STUDIOS** IN **WICHITA.** HOWARD O. PETERSON, *General Manager.*

FC&B Makes Additions To Its Hollywood Office

ADDITIONS to the staff of Foote, Cone & Belding's Hollywood force were announced last week by Edmund L. Cashman, FC&B vice president and manager of the Hollywood office.

John B. Lyman, formerly a director for NBC-TV, and Sheldon Stuart, director at KCOP (TV) Los Angeles, have been named production supervisors, and Harold Gilpin, assistant comptroller at KTTV (TV) Los Angeles, has been named business manager.

'Lux Theatre' Signs MacRae

CLIMAXING more than four months of negotiations, Gordon MacRae and Lever Bros. have signed an agreement calling for the former to star in a minimum of 10 *Lux Video Theatre* shows over the next two years on NBC-TV, it was announced in Hollywood Thursday. The shows in which Mr. MacRae will star will be packaged and owned by Kintail Enterprises Inc., which is owned by Mr. MacRae and his wife. In addition to starring in the 10 shows, Mr. MacRae will serve as host.

Curtis to Sponsor Bolger

HELENE CURTIS (beauty preparations) was reported last week set to co-sponsor an hour-long Ray Bolger musical program on NBC-TV this fall, and the search was on for an advertiser to share the bill. The program probably would be scheduled for two Sundays a month at 4-5 p.m., alternating with *Wide Wide World*. Agency for Helene Curtis is Earle Ludgin, Chicago.

Signs For News Show

GOLD BOND STAMP CO. (retail merchandise stamp firm) has signed for the opening five-minute segment of *Bob Garred News* Tuesdays and Thursdays on 17 stations of ABC Radio California Network during period Aug. 28 to Sept. 20. Agency is Bruce B. Brewer & Co., Minneapolis.

Legitimate Leave

RINO NEGRI, a vice president of Emil Mogul Co., New York, who in the past 11 years, has worn various "hats"—as account supervisor on Ronzoni spaghetti, head of Mogul's foreign language dept., and producer-director-actor on WOV New York's *Ronzoni Theatre of the Air* (also heard on other Italian language stations in the East)—will doff another, come Sept. 7.

At that time, Mr. Negri will take an indefinite leave of absence from the agency to start rehearsal in F. Hugh Herbert's translation of Eduardo DeFilippo's play *The Best House in Naples.* Mr. Negri will play the male lead opposite actress Katie Jurado in the drama, scheduled to open in Broadway's Lyceum Theatre, Nov. 8.

THE NEW

WDGY

MINNEAPOLIS ★ ST. PAUL

announces the appointment of

JOHN BLAIR & COMPANY

as exclusive

national representative

EFFECTIVE SEPTEMBER 1, 1956

WDGY—The Twin Cities'
50,000-watt Independent station,
at 1130 on the dial, is owned
and operated by
MID-CONTINENT BROADCASTING COMPANY
Todd Storz, President • Steve Labunski, Gen. Mgr., WDGY

Storz stations represented by John Blair & Company also include WHB, Kansas City, Mo., and WQAM, Miami, Fla.

NOBODY'S LISTENING BUT PEOPLE -ALL IN FAVOR OF GOOD LOOKS!

What a time to talk about cosmetics and toiletries...while 4,115,000 people a minute listen to weekday dramatic serials on CBS Radio starting at 12:00 Noon, CNYT.

They're mostly homemakers, and they listen attentively. And mostly they're too busy for any other advertising media.

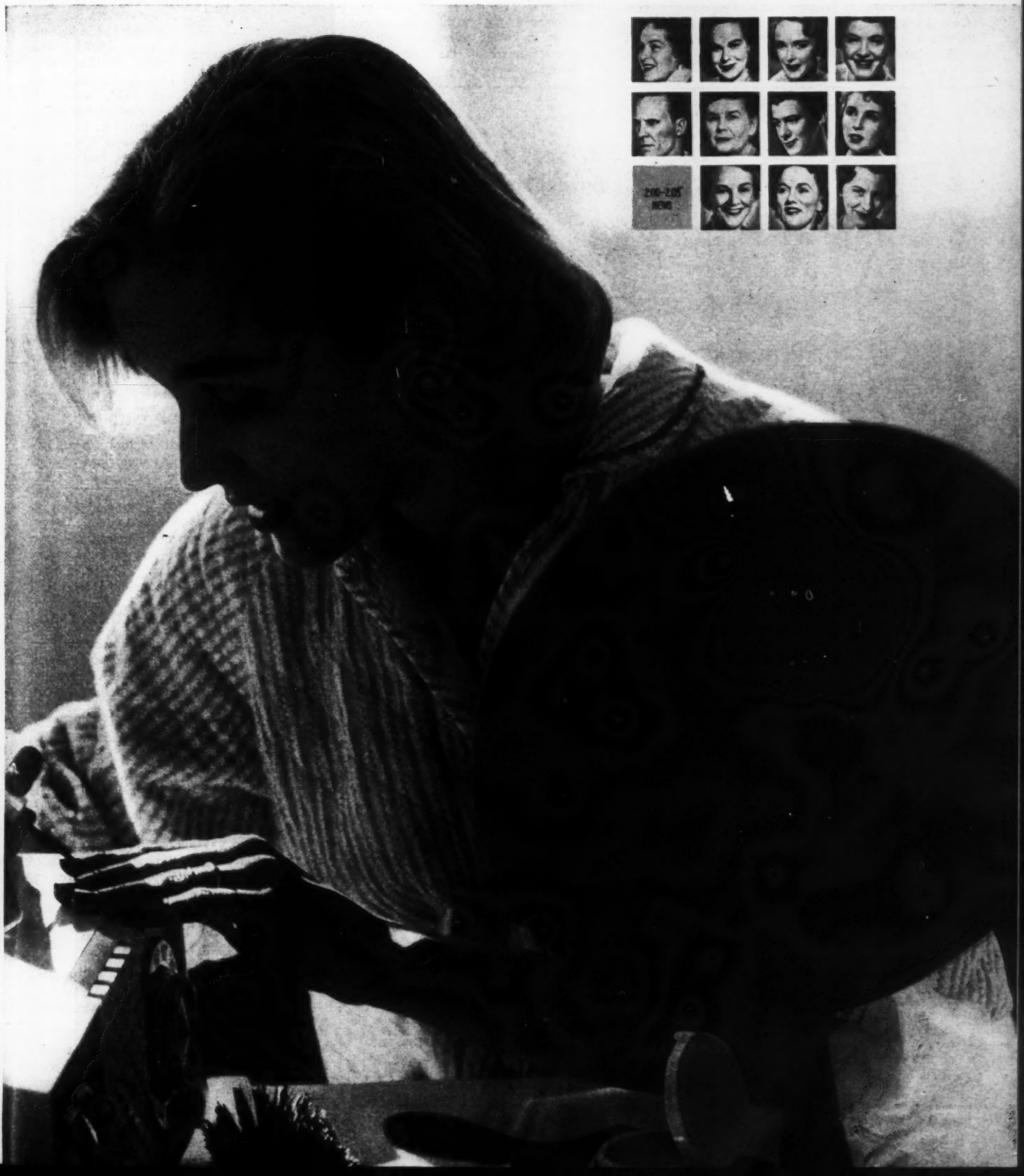
Every week, these programs reach 20,548,000 different people.

this is the right time to buy...

CBS RADIO NETWORK

12:00 N. WENDY WARREN & THE NEWS
12:15 PM BACKSTAGE WIFE
12:30 PM ROMANCE OF HELEN TRENT
12:45 PM OUR GAL SUNDAY
1:00 PM ROAD OF LIFE
1:15 PM AUNT JENNY
1:30 PM YOUNG DR. MALONE
1:45 PM GUIDING LIGHT
2:05 PM RIGHT TO HAPPINESS
2:15 PM SECOND MRS. BURTON
2:30 PM THIS IS NORA DRAKE

From left to right:

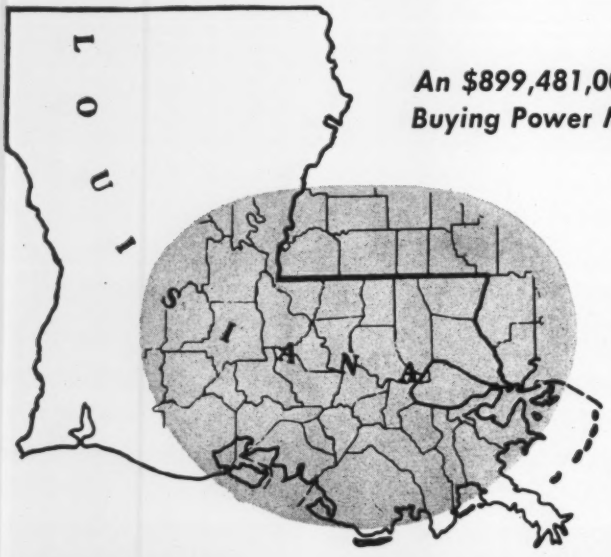


Knomark Saves NBC $60,000, To Sponsor 'The Magic Box'

KNOMARK MFG. CO. (Esquire boot polish), Brooklyn, through its agency, Emil Mogul Co., New York, last week signed to sponsor J. Arthur Rank's technicolor film, "The Magic Box," on NBC-TV, Sunday, Sept. 9, 8-9 p.m. EDT, and by doing so, saved the network $60,000 and uncounted embarrassment.

The special airing of the Rank biography of William Friese-Greene, the father of the motion picture camera, will pre-empt *The Steve Allen Show*, but will more than compensate the viewer's like of star lustre by bringing to tv Sir Laurence Olivier, Michael Redgrave, Robert Donat, Emlyn Williams, Barry Jones, Glynis Johns and about 55 other British actors.

Originally leased from National Telefilm Assoc. in March 1955 for $60,000, "The Magic Box" was given NBC-TV on the understanding that it could be aired twice within an 18-month period. The terminal date of the contract is Sept. 15, and had NBC-TV not managed to place the film before that date, it would have had to forfeit the $60,000. A network spokesman said last week that NBC-TV had originally intended to show "Box" as a 90-minute spectacular on *Producers' Showcase* last season, but that for one reason or another, "it never came off." Two weeks ago, NBC-TV lost another chance to put the film on—in an abbreviated version—when *Kraft Television Theatre* was pre-empted by the Democratic convention from Chicago.



An $899,481,000 Buying Power Market!

MORE AUDIENCE
than any other TV station in the rich heart of Louisiana

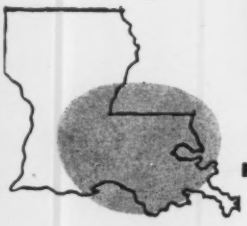
FROM 5:00 P. M. to SIGN OFF
(Monday thru Friday)

WBRZ rated highest in 125 quarter hours out of 149.

FROM 12 NOON to 3:30 P. M.
(Monday thru Friday)

WBRZ rating Tops All Others Combined!

- from a study by American Research Bureau, Inc., encompassing 31 counties and parishes in Louisiana and Mississippi.



WBRZ Channel 2
BATON ROUGE, LOUISIANA
Power: 100,000 watts Tower: 1001 ft.
NBC-ABC
Represented by Hollingbery

Kenyon M. Lee to Form Own Advertising Agency

KENYON M. LEE, formerly vice president-manager of the Miami office of MacManus, John & Adams, national advertising agency of Bloomfield Hills, Mich., will begin operating an agency under his own name on Sept. 1. Mr. Lee announced that offices will be established in Miami, in the Alfred I. Du Pont Building, and in Jacksonville, at 1357 W. Beaver St.

MR. LEE

First Miami account, Mr. Lee said, is the Florida National Bank and Trust Co. and Frozen Food Distributors of Jacksonville will look to the new agency for first service there.

O'Connor Promoted by Bates

FRANK O'CONNOR, production manager, Ted Bates, Hollywood office, has been elected assistant vice president of the agency, it was announced last week by James C. Douglas, vice president in charge of tv-radio. Mr. O'Connor will be in charge of new program development in the New York office, effective Sept. 17. Mr. O'Connor has been with the firm the past 10 years and at one time was with J. Walter Thompson, N. Y.

Pontiac Signs for Cut-ins

PONTIAC Div., General Motors Corp., has signed for a series of five-minute local cut-ins during election night (Nov. 6) coverage on CBS-owned WCBS-TV New York, WXIX (TV) Milwaukee, and KNXT (TV) Los Angeles, and on CBS-affiliated WTOP-TV Washington. Each station will cut away from network for five-minutes of local returns and bulletins every half-hour, starting at 9 p.m. Agency is MacManus, John & Adams, Bloomfield Hills, Mich.

Mueller Sets Spot Campaign

C. F. MUELLER (macaroni and noodles), Jersey City, will use extensive radio and tv spot campaign starting the first week in October and running for 39 weeks in 21 radio and 20 television markets. Included will be use of Ziv's *Dr. Christian* in Boston, Philadelphia and New York, beginning Oct. 1. Scheideler & Beck, N. Y., is agency.

Phoenix Agency To New Home

ADVERTISING ASSOC., Phoenix, will celebrate its 10th anniversary next month by moving into its own $35,000 building at 918 N. Second St., President Dave McCutcheon announced last week. The new facilities include three executive offices, art department, copywriters' offices, accounting department, stenographic area and snack bar.

NETWORK NEW BUSINESS

White King Soap Co., L. A., using saturation announcements on 18 stations of Great Western Network for 52 weeks. Agency: Erwin, Wasey & Co., L. A.

Morton Salt Co., Chicago, sponsoring Alex Dreier in *Topic for Today*, five-minute show over NBC Radio Saturdays. Agency: Needham, Louis & Brorby, Chicago.

"A PACKED HOUSE EVERY PERFORMANCE"

"The Pajama Game" starring John Raitt, Julie Wilson and Eddie Foy, Jr.

A LOOK AT THE BOX OFFICE*

	National	WICU
George Gobel	28.7	**56.0**
People Are Funny	22.1	**54.3**
Fireside Theatre	25.3	**54.5**
Medic	25.6	**52.3**
Life of Riley	24.0	**56.0**
Mickey Mouse Club	19.5	**33.6**
Loretta Young	25.0	**54.0**
Playhouse of Stars	23.4	**57.5**
Eddie Fisher	9.0	**44.3**

*Telepulse February, 1956

WICU station men have mastered the craft of unfurling the broad canvas and oiling up the programming mechanisms for spot campaigners.

For example, February's Telepulse reveals that WICU's presentations are just getting started when they reach the upper 30's and ratings in the 50's appear with such frequency that they're accepted as par! All of which makes shooting in the lower 40's completely obsolete.

Since WICU programs enjoy rave reviews and highest ratings — the same applies to the in-between-times.

Choice time segments that attract "a packed house every performance" sounds like mighty good business. And WICU means business — it's the only VHF station within 100 miles; it covers 3 states and hits 2 countries. Several excellent daytime availabilities can still be had — if you call now and check your Petry man.

WICU ERIE, PA. CHANNEL 12

An Edward Lamb Enterprise — Ben McLaughlin, General Manager

Represented Nationally By

EDWARD PETRY AND CO., INC.

New York • Chicago • Detroit • San Francisco • St. Louis • Los Angeles

Fabron Inc., Waterbury, Conn., names Scheideler & Beck Inc., N. Y., for Tipette "magic-brush" nail polish.

Awrey Bakeries, Detroit, appoints Zimmer, Keller & Calvert Inc., that city.

A&A SHORTS

National Dairy Products Corp. (Sealtest, Kraft foods), N. Y., and **Metro Glass Co.,** Jersey City, Washington, Pa., and Dolton, Ill., negotiating for National to acquire glass bottle manufacturing company as division. Details of acquisition will be announced after completion of stock transfer. National Dairy operates milk and ice cream producing firms throughout U. S. and Canada.

Brand Names Foundation Inc., N. Y., reappoints Dancer-Fitzgerald-Sample. D-F-S, first agency to service Foundation two consecutive years, contributes creative services as public service and has created massive all-media campaign in which over 1,600 radio stations and 88 tv stations are participating.

Applestein, Levinstein & Golnick Adv. Agency, Baltimore, has resigned Pompeian olive oil account.

Mumm, Mullay & Nichols, N. Y., in larger quarters at 136 E. 57th St.

Monroe Greenthal Co., N. Y. agency, to larger quarters at 595 Madison Ave.

J. M. Mathes Inc., N. Y., employes have received fourth annual payment in Mathes' profit-sharing trust, with government bonds and checks going to those who have been with firm over one year. Trust, which began paying out shares in 1953, was set up in 1943.

LATEST RATINGS

NIELSEN

TOP TV SHOWS (TWO WEEKS ENDING JULY 28)

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	† Total Audience Tv Homes Reached (000)
1.	$64,000 Question	Revlon	BBDO	CBS	165	Tues., 10-10:30	13,286
2.	Ed Sullivan Show	Lincoln-Mercury	Kenyon & Eckhardt	CBS	180	Sun., 8-9	11,972
3.	$64,000 Challenge	Revlon P. Lorillard	C. J. La Roche Young & Rubicam	CBS	111	Sun., 10-10:30	10,147
4.	Lawrence Welk Show	Dodge Div. of Chrysler	Grant Adv.	ABC	192	Sat., 9-10	9,782
5.	I've Got A Secret	R. J. Reynolds	Wm. Esty	CBS	170	Wed., 9:30-10	9,709
6.	United States Steel Hour	U. S. Steel	BBDO	CBS	131	Wed., 10-11	9,527
7.	What's My Line	Jules Montenier Remington Rand	Earle Ludgin Young & Rubicam	CBS	70 111	Sun., 10:30-11	9,344
8.	Gunsmoke	Liggett & Myers	Cunningham & Walsh	CBS	148	Sat., 10-10:30	9,271
9.	20th Century Fox Theatre	General Electric	Young & Rubicam	CBS	127	Wed., 10-11	9,235
10.	Lux Theatre	Lever Brothers	J. Walter Thompson	NBC	132	Thurs., 10-11	9,052

Rank	‡ Average Audience Tv Homes Reached (000)
1.	$64,000 Question 11 899
2.	$64,000 Challenge 9,344
3.	Ed Sullivan Show 9,198
4.	I've Got A Secret 8,906
5.	What's My Line 8,614
6.	Gunsmoke 8,578
7.	Charles Farrell Show 7,994
8.	Millionaire, The 7,848
9.	Do You Trust Your Wife 7,483
10.	G. E. Theatre 7,446

Rank	of Tv Homes Reached * Total Audience %	
1.	$64,000 Question	37.6
2.	Ed Sul'ivan Show	34.1
3.	$64,000 Challenge	29.7
4.	What's My Line	28.8
5.	United States Steel Hour	28.7
6.	Lawrence Welk Show	28.3
7.	I've Got A Secret	27.8
8.	20th Century Fox Theatre	27.5
9.	Gunsmoke	27.0
10.	Lux Theatre	26.2

Rank	* Average Audience % of Tv Homes Reached
1.	$64,000 Question 33.7
2.	$64,000 Challenge 27.3
3.	What's My Line 26.5
4.	Ed Sullivan Show 26.2
5.	I've Got A Secret 25.5
6.	Gunsmoke 24.9
7.	Do You Trust Your Wife 23.6
8.	Charles Farrell Show 22.7
9.	Millionaire, The 22.6
10.	G. E. Theatre 21.5

[Details on Programs in Preceding Tables, But Not Listed in Top Table]

Charles Farrell Show	General Foods Procter & Gamble	Young & Rubicam Grey	CBS	166	Mon., 9-9:30
The Millionaire	Colgate-Palmolive	Ted Bates	CBS	139	Wed., 9-9:30
Do You Trust Your Wife	General Motors Frigidaire Div.	Kudner	CBS	140	Tues., 10:30-11
G. E. Theatre	General Electric	BBDO	CBS	153	Sun., 9-9:30

† Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.
‡ Homes reached during the average minute of the program.
* Percented ratings are based on tv homes within reach of station facilities used by each program.

Copyright 1956, by A. C. Nielsen Co.

Continues on page 62

WCDA-B • *ALBANY*
WAAM • *BALTIMORE*
WBEN-TV • *BUFFALO*
WJRT • *FLINT*
WFMY-TV • *GREENSBORO*
WTPA • *HARRISBURG*
WDAF-TV • *KANSAS CITY*
WHAS-TV • *LOUISVILLE*
WTMJ-TV • *MILWAUKEE*
WMTW • *MT. WASHINGTON*
WRVA-TV • *RICHMOND*
WSYR-TV • *SYRACUSE*

Harrington, Righter and Parsons, Inc.
The only exclusive TV national representative
New York
Chicago
San Francisco
Atlanta

A&A PEOPLE

Harold F. Temple, director of brand development, P. Lorillard Co., N. Y., and **Manuel Yellen,** director of advertising, elected vice president and director of sales and vice president and director of advertising and marketing, respectively.

Al Fiegel, radio-tv director, Erwin, Wasey & Co., Oklahoma City, to Knox-Ackerman Assoc. there as vice president and radio-tv director. **Georgia Stagner,** advertising department, Paul Davis Co., to Knox-Ackerman radio-tv assistant, and **Kent Kennedy,** promotion department, KWTV (TV) Oklahoma City, to K-A copy and layout department.

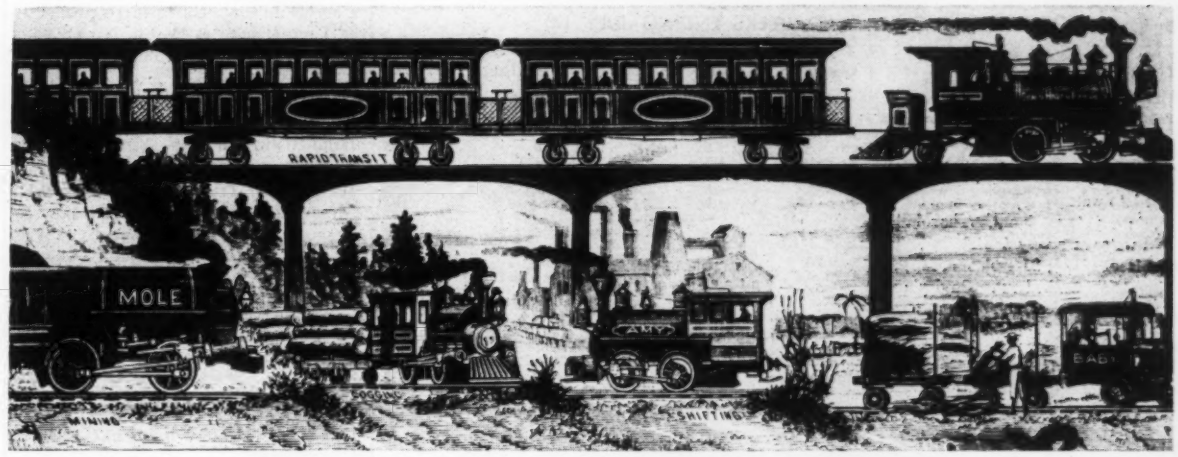
Joe S. Watkins, creative-contact staff, Gardner Adv. Co., St. Louis and N. Y., to Bonsib Adv. Agency, Fort Wayne, Ind., as vice president and creative director.

Robert C. Fogel, L. A. grocery products branch manager, Pillsbury Mills, appointed sales promotion manager in grocery products division, Minneapolis.

James W. Phillips, sales and promotion manager, Pacific National Foods, Seattle, to Bardahl Manufacturing Corp., Seattle, as advertising manager.

Charles F. Mallory, operator of Mallory agency in San Jose, Calif., and former vice president-general manager of KSJO San Jose, to M. B. Scott Inc., Hollywood agency, as head of new public relations, publicity, promotion and merchandising department.

Bert Zausmer, former sales promotion director and assistant advertising manager for Pfeiffer Brewing Co., Detroit, named creative director and general account man for Pitluk Adv. Co., San Antonio, Tex.



OLD PROBLEM...NEW APPROACH!

For the first time, a dynamic, forthright, *editorial stand* has been taken by a San Francisco television station. KPIX's unique concept of community responsibility was stressed again in its provocative, three-part series . . .

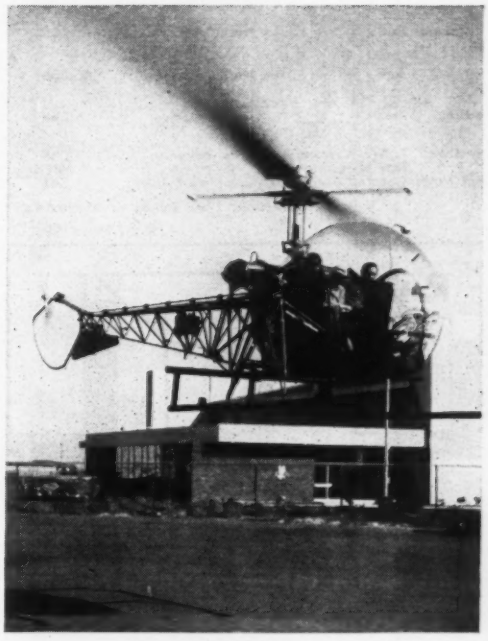
"DECISION OR DILEMMA —THE FACTS ABOUT RAPID TRANSIT"

This incisive television editorial, explaining the massive, $750,000 Bay Area Rapid Transit Commission Report, was the result of months of extensive research and preparation by KPIX staff members. Dramatically presented in simple terms, "Decision or Dilemma" enjoyed prime station time, Thursday nights at 10:30.

Designed to stimulate public and legislative action, "Decision or Dilemma" is credited by many leading citizens with playing an important part in bringing this pressing problem nearer to solution.

Here is public service programming at its influential best. Public service programming that serves an immediate community purpose.

Like all WBC stations, KPIX is convinced that the station serving its community best, serves its advertisers best. That's another reason why . . .



Script Writer Carol Levene, Cameraman Leo Diner, and Pilot Bruce Walters take off for Bay Area aerial survey. Thousands of feet of film were shot and edited during the months of "Decision or Dilemma" preparation.

in San Francisco, No Selling Campaign is Complete without the WBC Station

KPIX CHANNEL **5** CBS

WESTINGHOUSE BROADCASTING COMPANY, INC.

WBC

RADIO
BOSTON—WBZ+WBZA
PITTSBURGH—KDKA
CLEVELAND—KYW
FORT WAYNE—WOWO
PORTLAND—KEX

TELEVISION
BOSTON—WBZ-TV
PITTSBURGH—KDKA-TV
CLEVELAND—KYW-TV
SAN FRANCISCO—KPIX

Ratings continued

TOP RADIO SHOWS (TWO WEEKS ENDING JULY 14)

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	Homes (000)
Evening, Once A Week						(Average for All Programs)	(473)
1.	People Are Funny	Brown & Williamson Realemon	Ted Bates Rutledge & Lilienfeld	NBC	191	Thurs., 8-8:30	1,183
2.	Edgar Bergen	Columbia	Ted Bates	CBS	200	Sun., 7-8	1,135
3.	Counter-Spy	Participating Sponsors and Agencies		MBS	455	Fri., 8-8:30	946
4.	Best of Groucho	Desoto	BBDO	NBC	194	Wed., 9-9:30	899
5.	Official Detective	Participating Sponsors and Agencies		MBS	456	Thurs., 8-8:30	899
6.	True Detective Mysteries	Participating Sponsors and Agencies		MBS	456	Mon., 8-8:30	804
7.	Tomorrow's Headlines	Seeman Bros.	Norman, Craig & Kummel	MBS	467	Sun., 6:15-6:25	757
8.	Henry J. Taylor	General Motors	D. P. Brothers	NBC	190	Mon., 8-8:30	757
9.	On Line With Considine	Mutual of Omaha	Bozell & Jacobs	NBC	191	Sun., 6:15-6:25	757
10.	Allan Jackson-News	Brown & Williamson	Ted Bates	CBS	197	Sun., 8-8:05	757
Evening, Multi-Weekly						(Average for All Programs)	(710)
1.	News of The World	Miles Lab	Geoffrey Wade	NBC	194	Mon.-Fri., 7:30-45	1,135
2.	One Man's Family	Participating Sponsors and Agencies		NBC	182	Mon.-Fri., 7:45-8	1,135
3.	Lowell Thomas	United Service Div. of General Motors	Campbell-Ewald	CBS	198	Mon.-Fri., 6:45-7	993
Weekday						(Average for All Programs)	(946)
1.	All Star Baseball Game	Gillette	Maxon	MBS	558	Tues., 12:45	2,460
2.	Aunt Jenny (1st Half)	Lever	Foote, Cone & Belding	CBS	177	Mon., Wed., Fri., 1:15-30	1,514
3.	Helen Trent (1st Half)	Carter	Ted Bates	CBS	186	Tues. & Thurs., 12:30-45	1,514
4.	Road of Life (1st Half)	General Foods	Foote, Cone & Belding	CBS	177	Fri., 1-1:15	1,466
5.	My True Story	Segmented Sponsors	and Agencies	ABC	340	Mon.-Fri., 10-10:30	1,419
6.	Aunt Jenny (2nd Half)	Lever	Foote, Cone & Belding	CBS	177	Tues. & Thurs., 1:15-30	1,419
7.	Helen Trent (1st Half)	General Foods	Foote, Cone & Belding	CBS	177	Fri., 12:30-45	1,372
8.	Young Dr. Malone (1st Half)	Toni	North Adv.	CBS	188	Mon., Wed., Wk. 1; Tues., Thurs., Wk. 2, 1:30-45	1,324
9.	Helen Trent (1st Half)	Toni	North Adv.	CBS	187	Tues., Thurs., Wk. 1; Mon. & Wed., Wk. 2, 12:30-45	1,324
10.	Arthur Godfrey	Kendall	Leo Burnett	CBS	201		1,277
Day, Sunday						(Average for All Programs)	(426)
1.	Woolworth Hour	F. W. Woolworth	Lynn Baker	CBS	198	Sun., 1-2	1,041
2.	News	Part of Monitor		NBC			757
3.	Robert Trout News	General Motors	Campbell-Ewald	CBS	164	Sun., 12-12:05	757

Copyright 1956, by A. C. Nielsen Co.

RADIO KTIX

5000 WATTS OF POWER

GOES ON THE AIR • SEPTEMBER • FIRST • IN • SEATTLE

(CALL FORJOE FOR RATES)

JOINS

RADIO K-GAY!

SALEM, OREGON

TOPS IN 58% OF TOTAL LOCAL TIME PERIODS

HAL HOLMAN Nationally
A GORDON ALLEN STATION!

Managed By
EARLE HEADRICK

5000 WATTS
AFFILIATED WITH
K-GAL . . . Albany, Lebanon
K-BAM . . . Longview, Kelso
K-TIX . . . Seattle

People continued

Charles J. Helfrich, formerly media supervisor of Cunningham & Walsh, N. Y., named radio and television media director, L. A. office of Erwin, Wasey & Co.

Henry J. Opperman, N. Y. tv production head, Geoffrey Wade Adv., Chicago, promoted to radio-tv director of N. Y. office. **Phillips Carlin** to Wade as television consultant.

Richard M. Day, sales manager, KEYD-TV Minneapolis, to Lloyd W. Nelson Inc., Minneapolis agency, as account executive.

COLORCASTING®

Advance Schedule Of Network Color Shows

(All times EDT)

CBS-TV

Sept. 16 (10-10:30 p.m.) *Lamp Unto My Feet,* sustaining.

Sept. 24 (10-11 p.m.) *Studio One,* Westinghouse Electric Corp. through McCann-Erickson.

NBC-TV

Aug. 28-31 (3-4 p.m.) *Matinee,* participating sponsors (also Sept. 3-7, 10-14, 19-21, 24-28).

Aug. 29 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods, through J. Walter Thompson (also Sept. 5, 19).

Aug. 30 (10-11 p.m.) *Lux Video Theatre,* Lever Bros. Co. through J. Walter Thompson Co. (also Sept. 6, 13, 20, 27).

Sept. 2 (5-5:30 p.m.) *Zoo Parade,* sustaining.

Sept. 2 (9-10 p.m.) *Alcoa Hour,* Aluminum Co. of America through Fuller & Smith & Ross.

Sept. 9 (8-9 p.m.) *The Magic Box,* Knomark Mfg. Co. through Emil Mogul.

Sept. 11 (9:30-10:30 p.m.) *Kaiser Aluminum Hour,* Kaiser Aluminum through Young & Rubicam.

Sept. 13 (10-11 p.m.) *Perry Como Show,* participating sponsors (also Sept. 22, 29).

Sept. 17 (8-9:30 p.m.) *Producer's Showcase,* "The Lord Don't Play Favorites," Ford Motor Co. through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton & Grey.

Sept. 18 (8-8:30 p.m.) *Big Surprise,* Speidel through Norman, Craig & Kummel.

Sept. 18 (8:30-9 p.m.) *Noah's Ark,* Liggett & Myers through McCann-Erickson (also Sept. 25).

Sept. 22 (1-2 p.m.) *Warner Bros. Fashion Show,* Warner Bros. Co. through C. J. LaRoche.

Sept. 23 (8-9 p.m.) *Steve Allen Show,* participating sponsors.

Sept. 24-28 (7:45-8 p.m.) *NBC-TV News Caravan,* various sponsors and agencies.

Sept. 26 (10-10:30 p.m.) *This Is Your Life,* Procter & Gamble Through Benton & Bowles.

Sept. 28 (8-8:30 p.m.) *Truth or Consequences,* Toni Co. through North Adv. and P. Lorillard through Lennen & Newell.

Sept. 29 (9-10:30 p.m.) *Saturday Spectacular,* "Esther Williams' Aqua-Spectacle," RCA through Kenyon & Eckhardt and Oldsmobile through D. P. Brothers.

[Note: This schedule will be corrected to press time of each issue of B•T]

The NEW NBC Basic Affiliate

for Miami and South Florida

NBC

BASIC AFFILIATE

WCKR

takes pride in announcing

the appointment of . . .

The Henry I. Christal Co.

as exclusive national representatives

. . . and in becoming associated with its group of distinguished stations, setting the highest standards of service to the listeners and performance for advertisers.

• NEW OWNERSHIP! • NEW FACILITIES! • NEW PROGRAMMING!

WCKR *miami*

610 kc • 5000 w

NILES TRAMMELL
PRESIDENT

OWEN F. URIDGE
MANAGER

owned and operated by the

BISCAYNE TELEVISION CORPORATION • BOX M, LITTLE RIVER STATION • MIAMI, FLORIDA

WAAM
TV Channel 13
316,000 WATTS
AFFILIATE AMERICAN BROADCASTING COMPANY — Represented Nationally by Harrington, Righter & Parsons, Inc.
New York · Atlanta
Chicago and San Francisco

NEWS!
WEATHER!
AND
SPORTS!
6:30-6:45 P.M.
MON. THRU. FRI.

TED JAFFEE
Ted Jaffee reports all local, national and international news augmented by use of wire photos and film clips supplied by various agencies.

TOMMY DUKEHART
Baseball news, standings; show supplemented by use of late wire photos and interviews with sport celebrities (local and national).

WAAM
TV Channel 13
TOP POWER
BALTIMORE, MD.

Fred Wuellner, production manager, WDAK-TV Columbus, Ga., to media manager of Krupnick & Assoc. Inc., St. Louis agency. **Joanne Gravely** and **Richard Lynch** to Krupnick copy and art departments, respectively.

William W. Gordon, formerly with General Foods Corp., White Plains, N. Y., to Borden Co., N. Y., as advertising manager of prescription products div.

North Clarey, account executive, Foote, Cone & Belding, N. Y., to Dancer-Fitzgerald-Sample, N. Y., in similar capacity on McKesson & Robbins account.

George C. Neumann, formerly vice president of the now defunct agency, David J. Mahoney, N. Y., to Good Humor Corp. as director of marketing and product development. Mr. Mahoney, former agency president, is president of Good Humor Corp.

Syl Sher, account executive, Litman-Stevens & Margolin Inc., Kansas City agency, named time and space buyer. **Lou Ann Rayn,** copywriter, to copy chief. Staff additions: **Lou York,** senior account executive; **Martha Jenkins,** comptroller; **June Mitchell,** office manager, and **Gene Miller,** copywriter.

Gerald Popper, formerly copywriter, Grey Adv., N. Y., appointed manager of advertising and sales promotion, Material Service Corp. Chicago. He also has been director of public relations, Muzak Corp., N. Y.

Dwight R. Anneaux, manager of builder sales, Hotpoint Co., appointed manager of special markets, Whirpool-Seeger Corp., Chicago.

Mrs. Alice M. Westbrook, creative director, North Adv., Chicago, named creative director for group of accounts including Toni home permanent, Tip-Toni, Tonette and Deep Magic

PREVIEW: BORGANA TAKES TO JUNGLE

WHEN George W. Borg Corp. (fabrics), Delavan, Wis., stages its $20,000, one-day tv spot drive in 28 major markets on Sept. 9, [B•T, Aug. 20], another member of the budget-conscious garment fraternity—usually quite reticent about television—will have "taken the plunge," but in such a way as to milk every last cent's worth out of its hard-spent dollars.

Borg, which manufacturers a fur-like material called Borgana (". . . looks more like fur than fur itself"), will not merely call attention to itself, but to rival tv media: slick consumer magazines and newspapers. How? By putting into "live action" the full-color ad with a jungle background, it has been running all summer in such U. S. publications as *Life, McCall's, Good Housekeeping, Chicago Tribune, Harper's Bazaar, Mademoiselle, Seventeen, Vogue* and *Glamour.*

"What we're trying to do," says Charles Sandak, the Borg account executive at Douglas D. Simon Adv., "is to work up a total 'recognition or recall' value in our copy. That is, we go on the air Sept. 9 with a pitch [by WRCA-TV New York announcer 'Tex' Antoine] directed towards women, urging them to take a look at Sept. 10's *Life* Magazine which by that time will have been out for at least three days." The copy will be an almost verbatim transcript of the print ad which, Mr. Sandak hopes, will get women to say, "Hey, didn't I hear that before somewhere?" The reason for this approach, Mr. Sandak says, is that despite its "most definite advantages," the medium of black-and-white tv "simply cannot do justice to the Borgana coat. It must be seen against a colorful background, modeled by a beautiful girl so that the customer will see the coat, moving, rippling, against a contrasting background."

Within the 10 days following the tv spots the Borgana print ad will once again appear in *Charm, The New Yorker, Glamour* and the *N. Y. Times Sunday Magazine.*

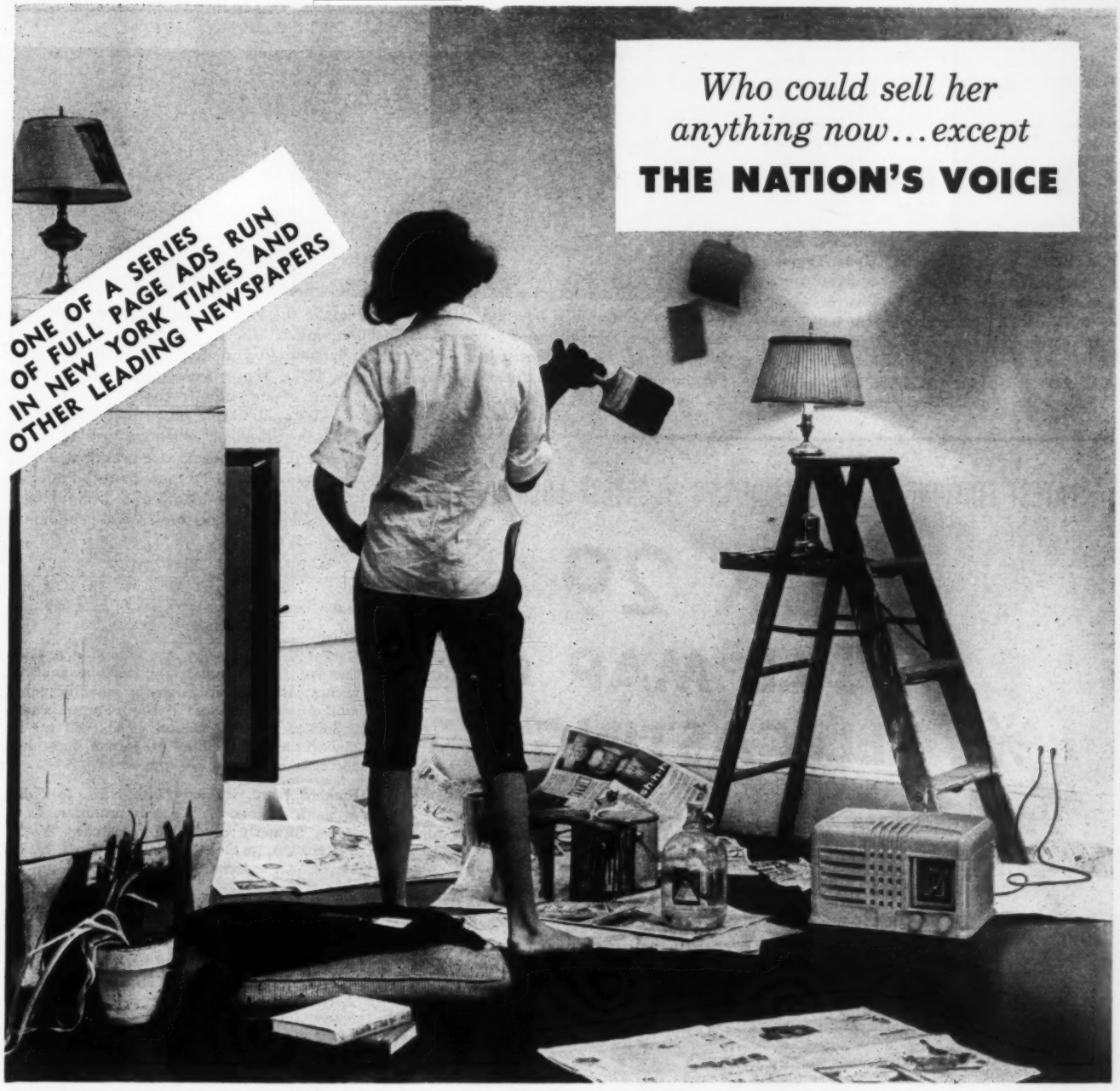
Borg's one-day go with television will not only be the client's first but the agency's as well. Although it has "played around tv in a strictly local sort of way," the Douglas D. Simon agency, a $2 million soft-goods shop, has tended to shy away for the medium, excusing its hesitancy by saying quite candidly, "neither we nor our clients can afford the tv habit."

Borgana model emerges from jungle . . .

in coat 'that looks more like fur . . .

than fur itself.'

Though the one-day drive is taking a $20,000 bite out of Borg's annual $400,000 advertising budget, both agency and client feel it's money is well spent: "Not only do we intend to make Borg a name to remember, but we also hope to show other people in the soft-goods field that in such a marriage between broadcasting and print, the cost of the 'license' is more than worth it."


Who could sell her anything now... except
THE NATION'S VOICE
ONE OF A SERIES OF FULL PAGE ADS RUN IN NEW YORK TIMES AND OTHER LEADING NEWSPAPERS

A Startling Advertising Strategy Is Born!

Radio—and only radio—can sell your potential customer while she is occupied with other things. Radio is her constant companion, the symbol of the new selling strategy called The Nation's Voice.

The Nation's Voice is the technique of concentrating your advertising on a relatively small number of great radio stations in the important population centers. Your sales message is carried directly to a huge *daily* audience with repeated impact and with a cost efficiency which is phenomenal.

Alfred Politz Research, Inc. collected the important facts on which this new technique is based. This highly respected research firm discovered that even in areas where TV is most highly developed, two-thirds of the adult population listen to radio on any given day. Within a week, 87.8% tune in!

Not in just one—but in 5 separate markets, the Politz studies show that people trust, respect and listen most to one great station . . . by such surprising margins as 11 to 1 over the next station. Such facts as these were the basis for the strategy now called The Nation's Voice.

Examples of how advertisers are making one dollar do the work of two, by using a few great stations, are ready for your inspection. Call the Christal office nearest you for a demonstration of The Nation's Voice.

First on every list are these 13 Great Radio Stations covering ¼ of all America

WBAL – Baltimore	**WBEN** – Buffalo		**WGAR** – Cleveland	**WJR** – Detroit
WTIC – Hartford	**WDAF** – Kansas City		**KFI** – Los Angeles	**WHAS** – Louisville
WCKR – Miami	**WTMJ** – Milwaukee	**WGY** – Schenectady	**WSYR** – Syracuse	**WTAG** – Worcester

Represented Nationally by

HENRY I. CHRISTAL CO. INC.

NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO

A COST COMPARISON OF 4 EXCELLENT MEDIA

If you invest $100,000 in advertising with—

THE LARGEST WEEKLY MAGAZINE—using color pages, your message will go out just 3 times to homes where only 12% of the people in America live.

THE LEADING NEWSPAPER SUPPLEMENT—your money is not quite sufficient for 3 color pages—delivered to less than 25% of the homes in America.

A GOOD TELEVISION PROGRAM—your talent bill alone, with a medium-priced half-hour, would use all your money in less than 3 shows, and you'd still have to pay for your time.

THE NATION'S VOICE—your full minute sales talk, jingle, or dramatization can be directed 60 different times to homes where 85% of all the people live, and where more than 85% of all purchases are made.

facial cleansing lotion. **Mrs. Mary Agnes Schroeder,** formerly creative director for Sealy mattress, Cudahy and Purex accounts at Weiss & Geller, named creative director for group of North accounts including Englander mattress. **Bill Ross,** Schwimmer & Scott, **Mrs. Florence Gross,** Tatham-Laird, and **Lew Goland,** Halle Bros. Co., Cleveland, to North copy staff. **John Temple,** Chicago free-lance designer, to North as art director; and **Joe Kress,** artist, Leo Burnett Co., to North. **Tom Thomas,** Cartoonists Inc. to North radio-tv creative producer. **Austin L. D'Alton,** Weiss & Geller to North Adv., Chicago, on Prom home permanent account. **John Rundall,** radio-tv producer, and **Bernard Lee,** merchandising manager, both of North N. Y. office, transferred to Chicago. Mr. Rundall will work on Tonette home permanent and Adorn hair spray and Mr. Lee on Englander account.

ACME Markets, which has 600 of its 1,300 outlets in the Philadelphia area, signs for a second television strip on ch. 10 WCAU-TV Philadephia. The firm has been sponsoring *Dividends for Homemakers,* since 1948, and beginning Aug. 6 started sponsoring *John Facenda and the News* (Mon.-Fri., 6:30-6:40 p.m. EDT). Shown signing the contract for the new WCAU-TV show are (l to r): Paul E. Perry, Acme radio-tv coordinator; Harry C. Campbell, Acme advertising manager; A. Kohr Sprenkel, Acme advertising-merchandising-purchasing vice president; John Facenda, WCAU-TV newscaster; Paul J. Cupp, Acme president, and Donald W. Thornburgh, WCAU-AM-FM-TV president-general manager.

LATEST EDITION • LATEST FACILITIES • LATEST LOCATIONS

42 X 29
WALL MAP OF
TELECASTING

UNITED STATES • POSSESSIONS • CANADA

Showing tv network routes (coaxial cable) . . . color and monochrome available to cities on these routes . . . routes equipped for monochrome only . . . planned routes . . . cities with telecasting facilities . . . one station . . . two stations . . . three stations . . . four or more stations.

Handsomely lithographed on stock suitable for framing as an office decoration . . . as a useful working tool . . . graphically brings all this information up to date . . . listing tv stations on the air as of July 2, 1956.

SINGLE MAP
$1

Mailed anywhere in U. S. postage pre-paid

5—$4.50 25—$20.00
10— 8.50 50— 37.50
100—$70.00

BROADCASTING • TELECASTING
1735 DeSales Street, N. W.
Washington 6, D. C.

Send.....TV MAPS to:

_____

_____

_____

$.....enclosed ☐ Please bill

Gerard E. Nistal, copy chief, Richard & Gunther Inc., N. Y. industrial advertising-publicity agency, and former industrial advertising-promotion manager of Philco Corp., Phila., appointed to new position of account service manager at agency. **Eliot M. Jordan,** copy staff, succeeds Mr. Nistal as copy chief.

Richard Ward, formerly with NBC, to Fuller & Smith & Ross, N. Y., as tv producer. **L. E. Dorn,** formerly marketing researcher, Young & Rubicam, to Fuller & Smith & Ross, N. Y., as research associate.

Sol Hyman, former administrative and head art director, The Biow Co., to art director of Pharmaceuticals Inc. (Geritol, other drug products), N. Y.

Gloria Deak, assistant art director, Saks Fifth Avenue, N. Y., appointed art director in London office of Erwin, Wasey & Co.

Patricia Ruden, copywriter, Gimbel's, to Kenyon & Eckhardt, Phila., in similar capacity.

Ted Wick, formerly with CBS-TV Hollywood, to J. Walter Thompson Co. there as publicist with assignments including *Ford Star Jubilee* and *Ford Star Theatre* on CBS-TV and *Tennessee Ernie Show* on NBC-TV.

T. Bryce Spruill, vice president-manager of Botsford, Constantine & Gardner, Portland, Ore., and chairman of Oregon Council of American Assn. of Advertising Agencies, appointed board member, western region of AAAA. **T. M. Ted Tracy,** manager of McCann-Erickson, Portland office, to chairman of Oregon Council.

Robert P. Ames, research director, W. D. Lyon Adv. Agency, Cedar Rapids, Iowa, received Ph. D. from U. of Iowa Aug. 8. His dissertation was "Random Sampling Used in Advertising Sales Testing".

RATING SERVICE PEOPLE

Oliver S. Castle, director of research, A. C. Nielsen Co., Chicago, promoted to vice president. **George A. Magnuson,** associate director of research, named research director.

SAN FRANCISCO

CHICAGO

OPERATION AIRLIFT

moves radio-TV network pool 2000 miles between Conventions in 6½ hours!

UNITED AIR LINES

Six hours after the Democratic Convention ended in Chicago, key executives and technicians of all three major Radio-TV networks (ABC, NBC, CBS) boarded special United Air Lines planes to speed them to San Francisco, the site of the G.O.P. Convention.

Split-second timing was all-important since all equipment had to be set up and ready to go before the start of the convention. Personnel were carried on DC-7 and DC-6B Mainliners, while a United DC-6A Cargoliner® transported 30,000 pounds of electronic equipment. Every detail down to the smallest light socket, was worked out carefully in advance by the networks and United.

This, of course, is still another example of famous United Air Lines dependability and service. Next time you're planning a trip, call United. You'll be glad you did.

$15 MILLION PROFIT IN WARNER FILM SALE

That is what's left after taxes in the $21 million purchase by PRM Inc. Figures revealed in an 'invitation to tender stock' to all stockholders.

WARNER BROS. Pictures Inc. made a profit of approximately $15,250,000—after estimated taxes and expenses—on the $21 million sale of its library of feature movies and short subjects to PRM Inc., negotiated last spring and formally completed July 26 [B•T, March 5, July 30].

This was revealed last week in an "invitation to tender stock," sent to all Warner Bros. stockholders.

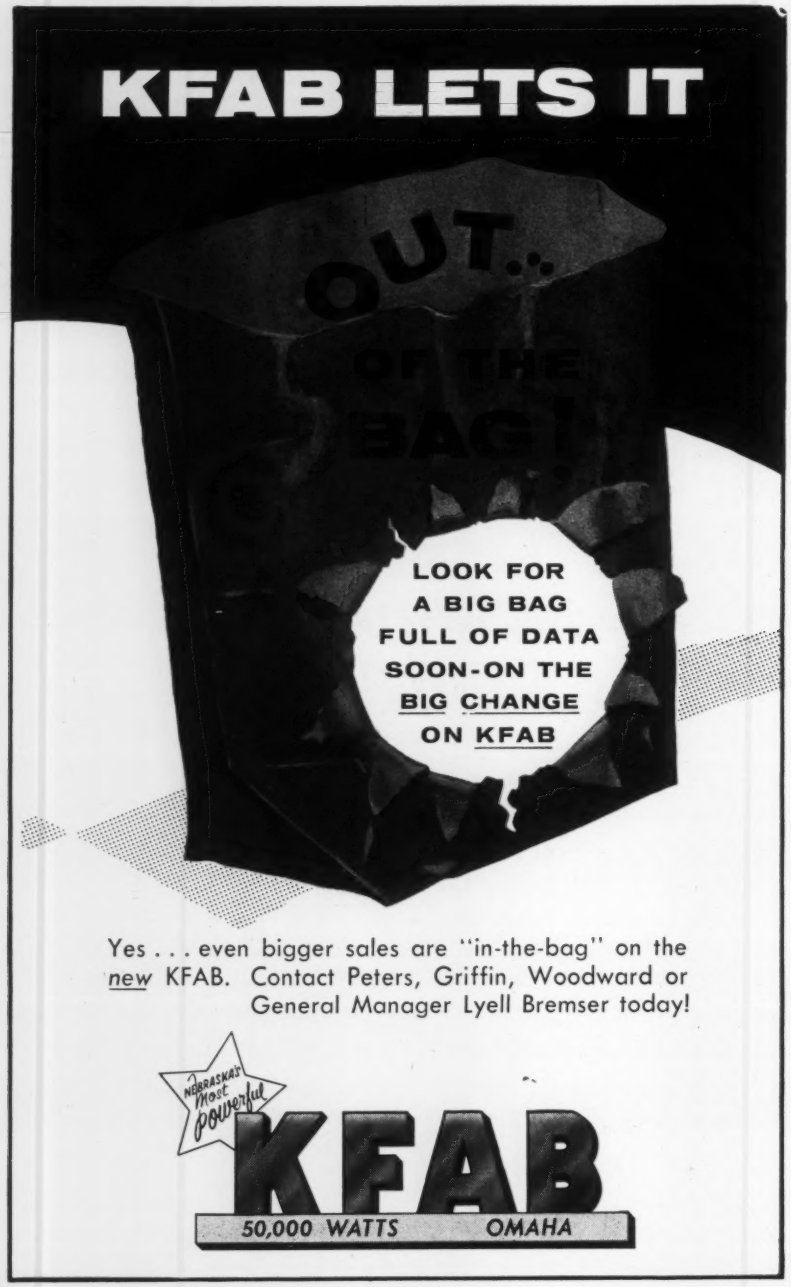
The "invitation" reported that net profits of the company for the nine months ended May 26—before the PRM contract became official—amounted to $2,165,000 as against $3,312,000 for the same period last year. Without the $21 million PRM sale, it was estimated, results from operations in the third quarter this year, and for the fiscal year ending Aug. 31, would be down "substantially" from those in the comparable periods of 1955.

The Commissioner of Internal Revenue, stockholders were told, has ruled that proceeds of the sale to PRM will be taxable as capital gain rather than ordinary income. In the transaction, $16 million was paid in cash; the rest in a three-year promissory note. The library acquired by PRM included more than 750 feature films and 1,500 short subjects. PRM, meanwhile, has acquired control of Associated Artists Productions, New York, which is distributing the films.

Warners' "invitation to tender stock" reveals that the company has appropriated $20 million for the purpose of buying up common stock at no more than $28.50 per share. The report said President Jack Warner planned to offer 50,000 shares at $27.50 each and that Harry M. and Albert Warner planned to offer 50,000 at the same price. In all, there are more than 2.4 million shares outstanding.

As part of an incentive plan, the document revealed, six Warner Bros. executives have been granted options to buy stock at stated prices: President Warner, 60,000 shares at $29.29 a share, and (all at $25.77 a share) Executive Vice President Benjamin Kalmenson, 40,000 shares; Samuel Schneider, 20,000; Herman Starr 15,000; Wolfe Cohen 10,000, and Steve Trilling 5,000.

The report also noted that Warner is establishing a three-year credit for $20 million with the First National Bank of Boston and other banks.



Tv Commercial 'Conquered' By Film, Producer Declares

FILM not only has invaded the field of tv commercials, it has conquered it.

This is the gist of a report released by William Miesegaes, president of Transfilm Inc., New York, a major producer of tv commercials and industrial films. Transfilm's individual research was conducted in order to measure the impact of filmed tv commercials in the advertising world.

According to the firm's computation:

• Tv commercials on film now account for 75% of all commercial messages.

• Production cost of these commercials is estimated at $30 million, or 3% of the approximate $1 billion spent in net time, talent and production in television annually.

• These expenditures for commercial production are on the rise—eventually the gross dollar volume of film producers will more than double.

• An increasing number of advertising agencies are urging clients to consider 10% of a program's total cost as a fair investment in tv commercial production.

Mr. Miesegaes explained that the agencies use this figure as a guide, basing it on that portion of a program's time actually devoted to the sponsor's message. He noted also that many Transfilm clients, particularly those which sponsor spectaculars, have exceeded the 10%, but added that no matter how much the amount of money is spent to film program commercials, cost is often amortized by reuse for spot campaigns.

Maurie Gresham, Ruth Kyle Named to MGM-TV Staff

TWO additional appointments were made last week to Loew's Inc.'s new television subsidiary, MGM-TV [B•T, Aug. 13]. They are Maurie Gresham, general sales manager, McCadden Corp. (Hollywood production firm for *The Burns & Allen Show*), who will be west coast sales manager for the new Loew's subsidiary, and Ruth Kyle, assistant producer-director, J. Walter Thompson Co., New York, who will become assistant manager of tv operations.

Mr. Gresham, a veteran in west coast tv film sales, will headquarter at MGM Studios in Culver City, and Miss Kyle will report to Richard Harper in MGM-TV's New York office.

WOR-TV PROGRAMS WILL BE 88% FILM

RKO Teleradio station also announces that negotations are underway for leasing Loew's MGM library similiar to deal with KTTV (TV) Los Angeles.

A REVAMPED schedule in which films account for approximately 88% of its programming was announced last week by RKO-Teleradio's WOR-TV New York [CLOSED CIRCUIT, Aug. 20].

Announcing the Fall plans, Gordon Gray, WOR-TV vice president and general manager, noted that it includes 51 hours of new programs per week. Most of these are feature films, drawing heavily on the voluminous RKO library plus productions of David O. Selznick and Stanley Kramer, among others.

Station authorities estimated that WOR-TV would be presenting approximately 15 hours of "fully live" programming per week this fall, out of a weekly total of 117½ hours. These 15 hours do not count programs which have on-camera hosts and hostesses but which are predominantly film. Of the 117½ hours of programming per week, feature films will account for 76½ hours.

The fall lineup expands WOR-TV's concept of both "horizontal" programming (repeating the same show several times over a period of a week, as in the case of its completely sold-out *Million Dollar Movie* series) and "vertical" programming (repeating several times in one day). These multiple showings, WOR-TV officials point out, enable viewers to watch WOR-TV features without missing favorite programs on other stations.

A sampling of the new fall programming will be presented this week (Aug. 26-Sept. 1), which has been designated "preview week" by the station. New fall shows include:

Constance Bennett Presents the Theatre of Movie Classics, in which the actress appears as on-camera hostess introducing outstanding pictures of the 1930's (each program will be shown four times each Sunday afternoon and evening); *Six O'Clock Movie*, a different feature at 6-7 p.m. Monday through Friday with actress Ruth White as on-camera hostess; *Crusader Rabbit's Terrytoons* at 7-7:30 p.m. Monday through Friday; *Hour of Danger* mysteries, each of which will be seen twice a night for a week (Monday through Friday); *Weird Theatre*, one-hour horror movies at 9 p.m. Saturdays with consecutive repeats to 1 a.m.; *Live Story*, 90-minute features, with the same one playing once a night for a week; *Comedy Theatre*, first-run RKO comedies edited to one hour; *Midday Movie*, a different feature film each day at 1-2 p.m. and *Riders of the West*, an hour of westerns at 11 a.m. Saturdays and Sundays.

Tv Film Exports Set

NEW foreign sales reported a fortnight ago by Fremantle Overseas Radio & Tv Inc., New York, include *Big Fights* to Associated Rediffusion (Great Britain), *Encyclopedia Brittanica Films* to Nord und Westdeutscher Rundfunkverband (Germany), *Hopalong Cassidy* to Radio Televisao Portugesa (Portugal), and other packages to stations in Belgium, San Salvador, Iraq, Guatemala and Australia.

California National Fills Four Key Posts

NBC subsidiary promotes Keever, Anderson, Lawrence and O'Shea within organization.

A SERIES of appointments to key posts in California National Productions Inc., subsidiary of NBC, was announced last week by General Manager Robert D. Levitt.

H. Weller (Jake) Keever, national sales manager for NBC Television Films, was named director of sales for the NBC Television Films division of California National. He will direct CNP's world-wide network and syndication sales force.

Robert A. Anderson, business manager for

MR. KEEVER MR. ANDERSON

NBC Television Films, was advanced to the new post of director of business affairs for CNP.

William L. Lawrence, manager of programs

TV in Fresno -- the big inland California market -- means

• Best local programs

• Basic NBC-TV affiliate

KMJ-TV

Paul H. Raymer Co.
National
Representative

The
PACIFIC NORTHWEST'S

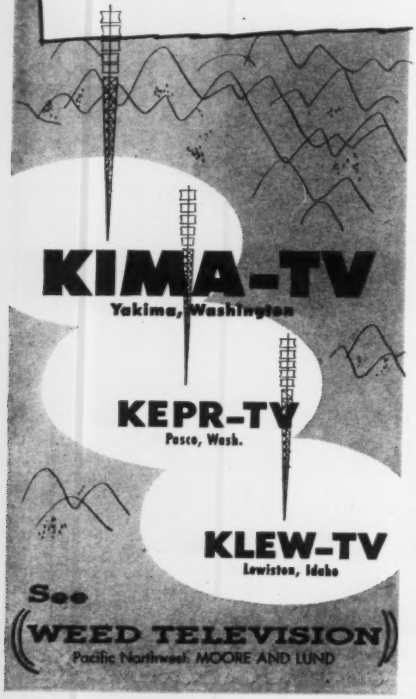
Largest exclusive coverage!

It takes more than 40,000 square miles of effective coverage to deliver this exclusive agricultural-industrial market. It's a one-TV-signal-market bigger than Massachusetts, New Hampshire, Connecticut and Rhode Island combined . . . with more population than Toledo, San Diego or Nashville.

MARKET DATA

POPULATION	511,875
(Urban Population	261,900)
(Rural Population	249,975)
FAMILIES	159,925
EFFECTIVE BUYING INCOME	$859,218,000
GROSS FARM INCOME	$334,735,000
RETAIL SALES	$632,561,000
FOOD SALES	$135,614,000
GENERAL MERCHANDISE	$430,890,000
DRUG SALES	$ 21,335,000
AUTOMOTIVE SALES	$123,748,000

(Source: 1956 Survey of Buying Power)



and production for NBC Television Films, was named director of the eastern unit of CNP's new program development department.

Francis X. O'Shea, who was named general manager of the Kagran Corp. when that merchandising organization became the first wholly owned subsidiary of NBC in 1955, was appointed director of merchandising for CNP.

California National, set up last month [B•T, July 30], encompasses the California National Studios in Hollywood; NBC Television Films; the merchandising division of CNP (formerly Kagran), and the NBC Theatrical Div.

MR. O'SHEA MR. LAWRENCE

Mr. Keever joined NBC as a film division salesman in 1951, became central sales supervisor in 1953 and national sales manager for NBC Television Films in January 1955.

Mr. Anderson, business manager for NBC Television Films since 1953, joined NBC in 1949 as a cost accountant in the tv network business department and subsequently became operations analyst in the NBC controllers office before taking over the business managership of the film division.

Mr. Lawrence was producer-director of *Screen Guild Players* on radio for eight years, then was producer-director with Bob Hope from 1953 until he became manager of programs and production for NBC Television Films in May 1955. In 1940-41 he was producer-director for the old Lord & Thomas agency, handling the Bob Hope nighttime radio programs. He also has worked with Republic, Paramount and Columbia studios as a motion-picture director.

Mr. O'Shea joined NBC as chief accountant for the tv network in 1950, became manager of financial planning for NBC in 1953 and general manager of the Kagran Corp. upon its acquisition by NBC. CNP's merchandising division started with *Howdy Doody* (through Kagran) and now has a substantial list of programs, characters and personalities which it merchandises, most recent of which is *Tarzan*.

AAP Selling in Far East

ENCOURAGED by preliminary discussions between Assoc. Artists Productions Inc. and the Soviet Ministry of Culture, AAP's foreign sales manager, Norman Katz, left Tuesday for a two-month trip that will take him to Moscow and Prague, among other European capitals. Mr. Katz, who also will stop in Australia and Far Eastern countries on his return trip, will attempt to sell Soviet telecasters on "Popeye the Sailor Man" and other Warner Bros. features and cartoons, since "humor knows no language barrier."

COSTS FLY THATAWAY (UP) FOR TV WESTERNS

THE low-budget action western, that old movie industry standby, production-wise has moved into the big money as television fare. According to Armand Schaefer, pioneer maker of westerns in both movies and tv, the cowboy shows actually cost 25 to 35% more to produce for television than do straight dramatic shows.

Mr. Schaefer is executive producer for Flying A Productions, which claims to be the biggest producer of tv westerns in the business. Flying A expects to gross $59 million this year, an increase of almost 10% over last year. The firm is a three-way partnership of Gene Autry, Mr. Schaefer and sales executive Mitchell Hamiburg. Flying A expects $46 million business from merchandising tie-ins, $1.5 million from personal appearances, $11 million from tv and $500,000 from radio.

Mr. Schaefer estimates an additional $7,500 has to be added onto the budget of any 30-minute filmed action Western to cover extra expenses not incurred in other types of production. "Whereas a straight dramatic show can usually be filmed on a soundstage without any travel costs," he told B•T, "we do the major portion of our shooting on location. This involves not only transportation for the casts and crews, plus hotel bills, trucking fees, and the like, but also a great deal of overtime pay for time spent in traveling to and from the locations. . . ."

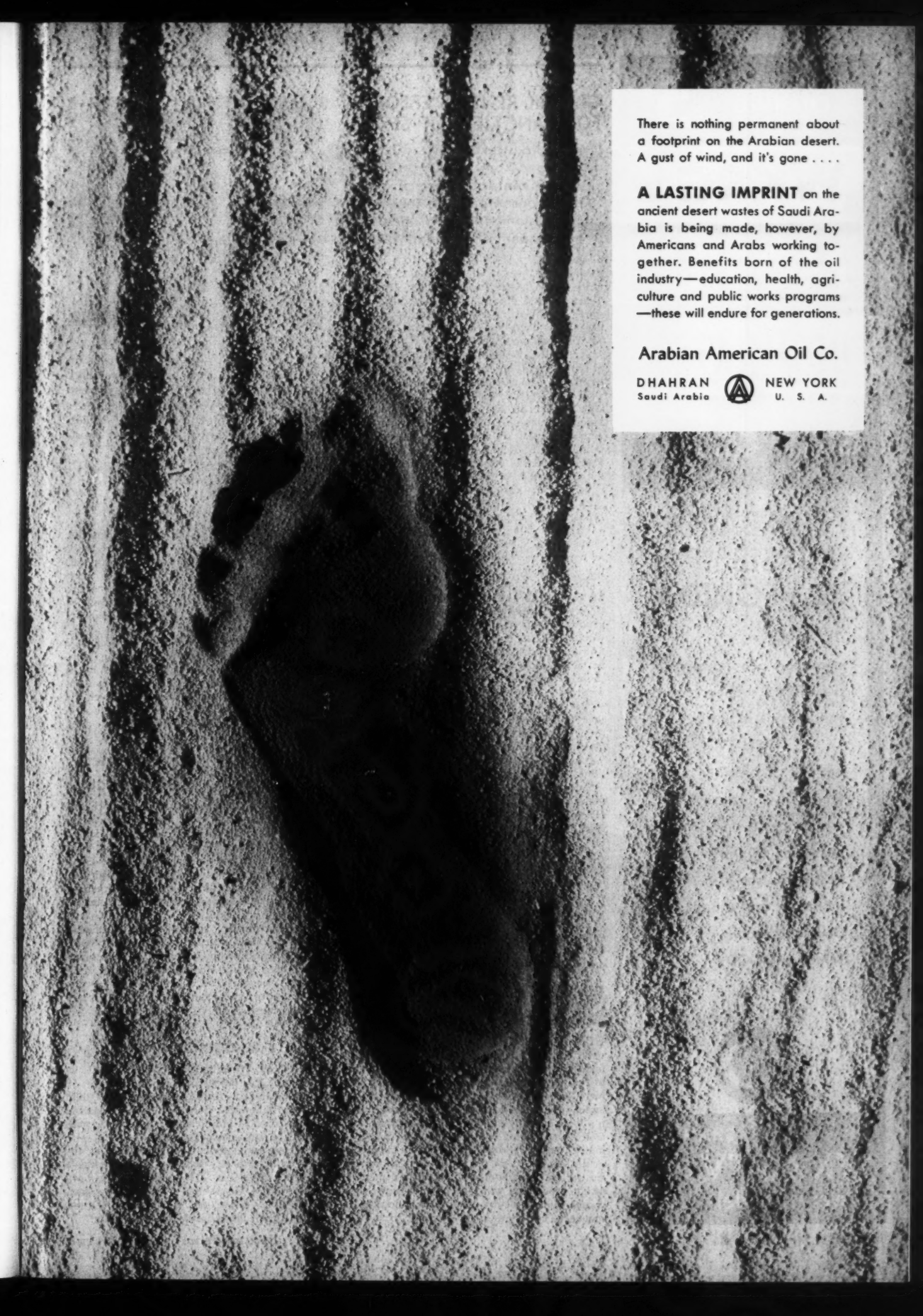
Other expenses peculiar to the production of Western action films, which Mr. Schaefer enumerated, are: rental, care and feeding of livestock; salaries of wranglers who handle the animals; time lost through bad weather and sound interference from air and highway traffic—none of which usually affects a production being filmed on a soundstage.

"By the same token," Mr. Schaefer pointed out, "our type of production can no longer be classified as the so-called 'quickie' picture, as it so often is referred to in the field of theatrical films. To the contrary, a Western picture for television takes three to four times as long to produce as most filmed dramatic shows, which, more often than not, are shot in a single day."

In spite of the higher production costs, Western films still cannot command prices comparable to the dramatic shows, in the sponsor market, Mr. Schaefer declares. "As a result," he concluded, "companies such as Flying A are forced to operate on a narrower margin of profit, which, in turn, demands absolute maximum efficiency in production."

Under his guidance, Flying A has turned out six Western series already on the air. Included in this group are 109 Gene Autry telefilms, 39 *Buffalo Bill Jr.*, 16 *Adventures of Champion*, 65 *Annie Oakley*, 78 *Range Rider* and 36 *Death Valley Days*. These represent a product investment for the company of more than $9,000,000.

Flying A's new production is highlighted by *Winning of the West*, high budget adult anthology series to begin production in October and slated for national sale only in Class A time. It will depict the Western story as seen through the eyes of a circuit judge. A series of 13 *Red Ryder* films based on the comic strip character will go into production in September for the syndication market. Jim Bannon will star. In November Flying A will start filming 26 additional *Adventures of Champion* for syndication, with 13 films already completed. All Flying A products are released through CBS Television Film Syndication.



There is nothing permanent about a footprint on the Arabian desert. A gust of wind, and it's gone . . . .

A LASTING IMPRINT on the ancient desert wastes of Saudi Arabia is being made, however, by Americans and Arabs working together. Benefits born of the oil industry—education, health, agriculture and public works programs—these will endure for generations.

Arabian American Oil Co.

DHAHRAN
Saudi Arabia

NEW YORK
U. S. A.

CHANNEL 5
WKRG TV
MOBILE
DOMINATES
GULF COAST
ALABAMA
MISSISSIPPI
& FLORIDA
WHERE:
a million people spend
a billion $. They look &
listen day & night to
WKRG-TV
with its CBS-ABC &
film shows. Local live
wrestling—the nations
best cooking show—the
best news show in the
world (or any other place)
Good Kid shows
WKRG is GOOD
GOOD
GOOD
CBS
CHANNEL
WKRG-TV 5
Avery Knodel

GRANIK RENEWS EFFORTS FOR SANCTION OF SERIES

Film producer again seeks aid of New York City municipal departments in filming of real-life programs within the city. Permission originally denied in October of last year.

THEODORE GRANIK'S New York Tv Productions Inc., rebuffed last autumn by New York City Police Commissioner Stephen P. Kennedy in its plans to have all municipal files made available in preparation for its proposed *New York Story* series, last week renewed efforts to gain the city's sanction.

In October 1955, Mayor Robert F. Wagner, a close friend of Mr. Granik's, directed all municipal agencies and departments to make their files available to Mr. Granik's staff. When Mr. Kennedy balked, Mr. Wagner appointed a special committee to study this and other similar requests. In time, this led to the formulation of a Code of Municipal Television & Radio Standards which backed Mr. Kennedy by recommending that each department head would be charged with passing final judgment on requests to use its files and services for broadcasting purposes.

Last week, the Granik office was reported to have contacted all agencies and departments in hopes of getting their cooperation in filming 39 film dramas.

The *New York Story* will be produced by Mr. Granik through Screen Gems Inc., tv subsidiary of Columbia Pictures Corp., for network exposure next year. Declaring that the series would cost at least $1 million, the Granik firm added that monetary compensation would be given each department or municipal employe whose time would be used in filming the programs. However, Michael Rosen, an associate of Mr. Granik's, told B•T Thursday that "in all probability, we won't call on any of these people to work for us on city time." Mr. Rosen said that municipal employes would be "retained by us if the need arises, on their own time, and we will pay them for this time."

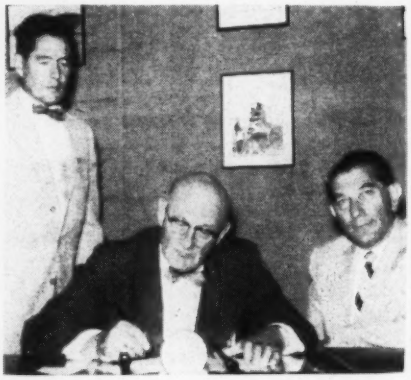
Since October, Mr. Granik has changed his mind about the need for the actual city files. He indicated that the current approach to the *New York Story* would be to peg each episode on actual newspaper dispatches, but that the city's aid was still of utmost importance in gaining access to streets and in supplying proper color to the series. Mr. Granik said this was of "great importance" in getting through the red tape usually attached to filming true-life stories.

Departments concerned include principally police, building, correction, public works, fire and welfare.

Former Police Chief's Files Basis for New Guild Series

GUILD FILMS Co. will produce a new film series for tv based on New York City's "most important police cases." Acquisition of rights to the personal records and private files of former Chief Inspector Conrad H. Rothengast was announced by Guild over the Aug. 18 weekend.

Chief Rothengast, who, Guild noted, "actively participated in thousands of notorious murder and jewel robbery cases," will cooperate in the filming of the series. Guild said the series will be "high-budgeted" and filmed in color. Major production will take place in New York except when the story requires the shooting of sequences elsewhere in the country.



LOUIS WASMER, president of KREM-TV Spokane, Wash., signs for nine groups of Warner Bros. feature pictures, totaling 522, and 571 cartoons, purchased from Associated Artists Productions. Also present are Robert Temple (l), KREM-TV sales manager, and Lester Tobias, AAP west coast representative.

Purchases for 'Christian' Now Total 138 Markets

ZIV Television Programs' *Dr. Christian* series, which only two weeks ago was reported to be placed in 103 markets [B•T, Aug. 20], last week was purchased for an additional 35 areas, bringing the total sales figure to 138 markets in only five weeks of sales activity. Bulk of the clients, Ziv indicated, was to be found in the food products industry.

Other sponsor categories for *Christian* are co-op sponsorship with trading stamp companies in Houston, Detroit and St. Louis; banks in Miami and Columbus; oil refineries in Kansas, and to keep things on a medical level, the Blue Cross Hospital Plan and others like it in Rochester, N. Y. and Harrisburg, Pa.

World Wide Pictures Formed To Produce Films for Graham

FORMATION of a new firm to produce and distribute films for tv and theatre for evangelist Billy Graham was announced in Hollywood last week. The company, World Wide Pictures, represents a merger of Great Commission Films, owned by Dick Ross, with Mr. Graham's existing film distribution organization. Mr. Ross directed Mr. Graham's theatrical and church films.

Brunson Motley, formerly with Cathedral Films, will head distribution for World Wide, with Walter Smyth in charge of field representatives. Other World Wide officers include Jerry Beavan, vice president; George Wilson, secretary-treasurer, and Frank Jacobson, sales promotion consultant.

NTA Package Sold to 22

NATIONAL Telefilm Assoc. has signed an additional 22 stations for its package of 52 20 Century-Fox features, making the total number of markets now set at 79, Harold Goldman, vice president in charge of sales for NTA, announced last week.

Stations are expected to start telecasting the films in September. Included in the package are such titles as "How Green Was My Valley," "Les Miserables," "The Ox-Bow Incident," "The House on 92d Street," "Drums Along The Mohawk" and "Daisy Kenyon."

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SAN FRANCISCO CHRONICLE • NBC AFFILIATE • PETERS, GRIFFIN & WOODWARD

1170 on your dial

KVOO channel 2

The right combination to sell America's

9th Fastest Growing City*

OKLAHOMA'S

No. 1 Market

* 7th in Nation in per capita income

While Tulsa is still the Oil Capital of the World, no longer does oil dominate! Now we boast everything from great chemical plants to steel fabricating mills. More importantly, these industries have brought thousands of people to Tulsa — who are building and furnishing new homes, buying an average of 2 cars per family — "Ad infinitum." To reach this tremendous market, no medium does as good a job as the powerful "KVOO Combination."

RADIO KVOO TELEVISION

Represented by EDWARD PETRY CO.

Represented by BLAIR TV

1170 KC • 50,000 Watts TULSA, OKLAHOMA Channel 2 • Maximum Power

KTTV (TV) WILL EXPLOIT MGM FILMS TO FULLEST

President Richard Moore relates plans to 'blockbuster' its program schedule with the newly-acquired 725 features. Participations will be available at 'premium rates.'

FULL exploitation of its newly-acquired library of 725 Metro-Goldwyn-Mayer feature films was indicated by non-network KTTV (TV) Los Angeles last week.

In an interview with B•T, Richard A. Moore, KTTV's president, who was still in New York where final touches were being applied to the contract between the station and Loew's Inc. [B•T, Aug. 20], reported the station plans to "blockbuster" its program schedule with the MGM features.

Two weeks ago, Loew's Inc. sealed two arrangments with KTTV. The station received an exclusive seven-year lease in its territory of the MGM library in a $4 million transaction. At the same time, Loew's bought 25% of KTTV's capital stock for about $1,625,000. (Also see WOR-TV New York story, page 69).

Programming of the films at KTTV will begin in October. Initial plans are to set aside two hours of Class A time per week for presentation of the MGM "blockbuster." The exact time periods are not set. The program, of course, will be promoted fully both on the air and elsewhere in Los Angeles.

Mr. Moore said he doubted if an overall increase of time rates would be instituted, but admitted that participations in the MGM program period would be at "premium rates." The station expects the features to attract a greater audience which would justify a higher rate in those time slots.

If the programming warrants further and immediate exploitation, KTTV is prepared to program other weekly periods with some of the MGM features.

In general, however, it will not be necessary for KTTV to expand its feature film programming "too greatly." It is estimated that KTTV will increase its major film showing from the current 12% of total programming to about 20%. Approximately 30% of KTTV's total programming would continue with live shows and approximately 50% in syndicated film.

Mr. Moore was enthusiastic over KTTV's license agreement, noting that the MGM film library represented $1 billion worth of product —i. e., estimated total cost of producing the films.

WABD (TV) Buys Films

THE fourth "package" of Warner Bros. films was sold in the New York metropolitan market last week to DuMont's WABD (TV), which purchased 60 feature-length motion pictures from Assoc. Artists Productions. AAP had previously sold three such packages to WCBS-TV New York.

WABD (TV) will show these films—including James Cagney's "G-Men," Betty Davis' Academy Award winning "Dangerous," the all-star "Hollywood Canteen," Errol Flynn's "Dawn Patrol" and others of early vintage—in their entirety, a station spokesman said.

FILM SALES

Associated Artists Productions, announces additional sales of Warner Bros. features in first 10 days of August have increased total number of stations carrying product to 60. New sales

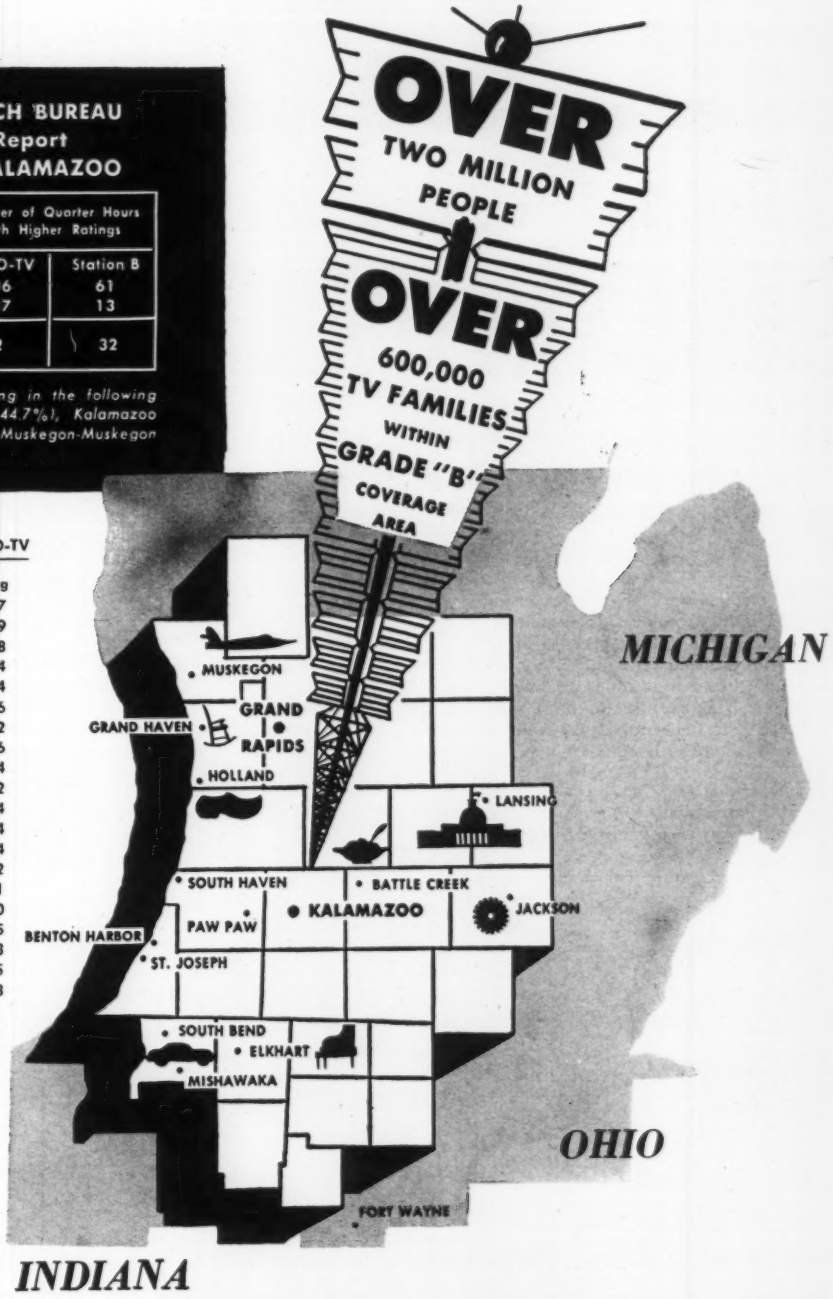
AMERICAN RESEARCH BUREAU
March, 1956 Report
GRAND RAPIDS-KALAMAZOO

	Number of Quarter Hours with Higher Ratings	
	WZKO-TV	Station B
MONDAY THRU FRIDAY		
8 a.m. - 6 p.m.	136	61
6 p.m. - 11 p.m.	87	13
SATURDAY AND SUNDAY		
10 a.m. - 11 p.m.	72	32

NOTE: Survey based on sampling in the following proportions — Grand Rapids (44.7%), Kalamazoo (19.7%), Battle Creek (18.2%), Muskegon-Muskegon Heights (17.4%).

MARCH ARB TOP TWENTY ALL ON WKZO-TV

	Program	Rating
1.	I've Got A Secret	56.7
2.	Wyatt Earp	55.9
3.	Disneyland	55.8
4.	I Love Lucy	55.4
5.	Ed Sullivan	53.4
6.	Godfrey & Friends	52.6
7.	The Millionaire	52.2
8.	Name That Tune	49.6
9.	Godfrey's Talent Scouts	48.4
10.	Robin Hood	48.2
11.	Mama	46.4
12.	Burns and Allen	45.4
13.	Sgt. Preston of the Yukon	45.4
14.	$64,000 Question	45.2
15.	Climax	45.1
16.	December Bride	44.0
17.	Mobile Theatre	43.5
18.	Honeymooners	43.3
19.	Rin Tin Tin	42.5
20.	Lone Ranger	42.3



WKZO-TV (Channel 3) has 100,000 watts of power—1000-foot tower—*offers you 600,000 families within its grade B coverage area!*

So more than ever, WKZO-TV can put you *over the top in sales in Western Michigan!*

100,000 WATTS • CHANNEL 3 • 1000' TOWER

WKZO-TV

Kalamazoo-Grand Rapids and Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives

AM – TV – FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

activity of AAP's cartoon package (Warner's "Looney Tunes" and "Merrie Melodies" and Paramount's "Popeye") also announced with contracts signed by three stations.

FILM DISTRIBUTION

Nathan Kramer, Clift Tv Films Inc., N. Y., named distributor in U. S. for new film series *Aggie,* produced by Mid-Ocean Productions, London, England. Series has 26 episodes, stars Joan Shawlee in role of fashion buyer who travels from country to country finding intrigue, romance and comedy. Release in U. S. and also in England (on commercial tv) is expected in September. Michael Sadlier is executive producer and John Guillermin and Henry Kaplan, directors.

Association Films, N. Y., is making available effective Sept. 15, 20-minute color tv film on Danny Kaye's 40,000 mile UNICEF world trip, "Assignment Children." Chronicle of Mr. Kaye's trip was filmed several years ago. Another film of Mr. Kaye's recent world junket for UNICEF, will be telecast Dec. 2 on CBS-TV's *See It Now* with Edward R. Murrow.

Theatrical & Video Corp., N. Y., promising foreign feature films in color will soon make debut on U. S. television. First package of 13 films, never shown theatrically in U. S., are now being dubbed and re-recorded in English for fall release. Though titles of films were not announced, it is understood they will be of predominantly French and English make.

Fifth Army Headquarters, Chicago, announces catalog of 380 Army films for tv and public non-profit showing has been published. Stations throughout 13-state Fifth Army area are on distribution schedule.

Alexander Beck Films Inc., N. Y., has acquired worldwide distribution rights, except for U. S. and Canadian tv, to four Martin & Osa Johnson jungle-expedition feature films.

FILM RANDOM SHOT

Arthritis & Rheumatism Foundation, N. Y., reports Walt Disney producing tv spots for Stop Arthritis campaign in November.

FILM PEOPLE

Richard Mulford, assistant to vice president in charge of commercial division of Desilu Productions Inc., Hollywood, named division director. **Bob Furman,** formerly production supervisor at BBDO, appointed assistant to Mr. Mulford.

Sam Marx, one of producers of CBS-TV's *20th Century-Fox Hour,* named to additional post of executive producer on *Broken Arrow* series. Both shows are produced by TCF Productions, tv subsidiary of 20th Century-Fox Film Corp.

Howard Seaman, formerly with Chicago Film Lab, to Fred A. Niles Productions, Chicago, as head cameraman.

Herbert Strock, Ziv Tv Productions, Hollywood, will teach graduate evening class in cinema at U. of Southern California, L. A., in fall.

M. L. Getzler, assistant treasurer, UPA Pictures Inc., Burbank, Calif., studios, named studio manager.

Hams Supply Film

AMATEUR radio friends of world traveler Myron Zobel (W6NMC Pasadena, Calif.) in 60 different countries are arranging new adventure films to extend Mr. Zobel's regular venture into commercial tv under Alka-Seltzer sponsorship on KTTV (TV) Los Angeles. New live-film half-hour *Global Zobel* series began on KTTV Aug. 3 for 39 weeks and this fall may be presented on KRON-TV San Francisco in color.

A world traveler for 25 years, part of which time he carried a mobile ham radio rig with him, Mr. Zobel earlier syndicated his single 90-minute *Camera Inside Russia* show on U. S. tv stations. He has been a ham operator since 1910. Alka-Seltzer agency is Geoffrey Wade Adv.

FILM PRODUCTION

Studio City Television Productions Inc., N. Hollywood, has bought new tv series, *Famous Sheriffs & Fabulous Outlaws* by Martin Van Laas. Series is tentatively scheduled to be filmed later this year.

Avatar Productions, Hollywood, has signed with NBC-TV to produce pilot film for prospective series, *Occupation: Correspondent.* Series will be done in cooperation with Indiana U. and Ernie Pyle Foundation. In event series is telecast, foundation would receive weekly payments to use for expenses of deserving journalism students.

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WOC covers the market. WOC sells your product. Surveys prove it. Advertisers know it.
WOC, the Quint city station, in the heart of this rich, agricultural and industrial area . . . . a market with money in its pockets . . . a market blanketed by WOC.
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Exclusive National Representatives

— PROFESSIONAL SERVICES —

PEOPLE ITEMS

James D. Gershman, previously advertising manager of Gimbel Bros., New York, department store, appointed vice president of New York office of Harshe Rotman Inc., public relations firm. **Dorothy Furman,** publicity director, Walter McCreery Inc., Beverly Hill, Calif., advertising agency, to L. A. office as account executive. **Mrs. Jerold Bock,** newspaper reporter, and **Floyd F. Smiley Jr.,** former assistant manager of WFAU Augusta, Ga., to editorial staff of Harshe Rotman's Rochester, N. Y., office.

Glenn M. Shahan, N. Y. office head, Walter E. Kline & Assoc., public relations firm, appointed head of dialogue department of Kline & Assoc. and Kline-Simpson & Assoc., Hollywood. **Waldo Mayo,** Kline-Simpson eastern representative, heads N. Y. office for both public relations firms.

William D. Perkins, formerly regional manager of public relations for Westinghouse Electric Corp., Chicago, to Daniel J. Edelman & Assoc., N. Y., and Chicago public relations firm, as account supervisor. **Herbert Flint,** who formerly handled public relations for Westinghouse plants in Mansfield and Lima, Ohio, succeeds Mr. Perkins in Chicago office.

Buff Cobb, former star of CBS-TV's *Mike & Buff Show* and CBS radio commentator, to Robert S. Taplinger & Assoc., N. Y., public relations firm, as account executive specializing in radio-tv.

FOR HIGH-POWER UHF

RCA-6448, the "new tube look" in high power. One type meets the frequency requirement for any channel in UHF-TV

You are looking at the beam power tube that has made high-power UHF a practical reality. It has met and passed the strenuous "shake-down" test of commercial UHF station operation over a period of 2 years in daily service!

Already proved-in for long life and low cost per hour of operation, RCA-6448 is the forerunner of a sweeping technological advancement in power-tube design that will open a new era in rf power levels—above and beyond previous tube capabilities.

Your RCA Tube Distributor handles RCA Tubes for virtually every application. For prompt tube delivery, call him.

RCA Tubes—for Long-Term Power Delivery

TUBES FOR TELECASTING

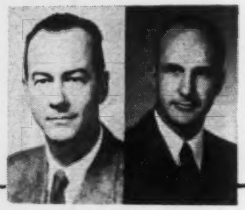
RADIO CORPORATION OF AMERICA • HARRISON, N. J.

HOW TO GET MORE HOURS FROM AN RCA-6448

- Avoid by-passing of cooling water before it gets to tube. Be liberal with plate water-flow.
- Operate filament at lowest voltage practical for adequate emission (not less than 1.25v per section). During long standbys, reduce normal value to 80%.
- Check electronic protective circuits for correct sensitivity.
- Raise filament voltage gradually (prevents high initial surge current). Run both filament sections at same voltage—obtained from well-regulated supply.
- Keep all tube surfaces CLEAN—to avoid leakage and voltage breakdown.
- "Break-in" new tube in accordance with RCA technical bulletin (packed with each tube).
- Operate spare tubes periodically. Blow water from all ducts before storing or transporting.
- Avoid stresses at glass and ceramic seals—especially when tightening or removing water fittings.
- Do not exceed the maximum rating of the tube—even momentarily.

There's A Fortune In Your Future!

by John Pepper and Bert Ferguson



You don't need a crystal ball to foretell there's a fortune in your future! A look at WDIA's gross dollar volume increase will convince you that here's the nearest thing to guaranteed sales results in any advertising medium anywhere. WDIA—the 50,000 watt station—which controls a quarter of a billion dollar negro market!

PROOF OF PERFORMANCE

WDIA has increased its own gross dollar volume by 600%! And has operated a profitable sales program for national advertisers, such as:

Chesterfield Cigarettes . . Crisco . . Carnation Milk . . Bromo Quinine . . Kraft Mayonnaise . . Ex-Lax . . Wrigley

Memphis Negroes are brand conscious. They buy good and they buy big.

NEGRO ECONOMY

Entrance of industry in the South has acted as a catalyst to sales in the Negro market. It has placed a quarter of a billion dollars into the pockets of Memphis Negroes. And they are willing to spend 80% of it on commodities. Negroes buy about 80% of all rice sold in Memphis . . more than 50% of all toilet soap . . 60% of the chest rubs . . and almost 65% of the flour. Memphis Negroes have buying power!

PULLING POWER

WDIA influences a high percentage of these purchases. Here's how. With its 50,000 watt coverage, WDIA contacts 1,237,686 Negroes. The members of this vast audience consider WDIA their own station. They rarely turn the dial. They not only take intense racial pride in WDIA's negro stars, but also accept the products of the sponsor behind the entertainers. Almost one-tenth of the Negro population of America listens to WDIA . . and buys the products advertised on it!

SPECIALIZED PROGRAMS

WDIA specializes in production of programs, which appeal to the taste of the Southern Negroes. A program advertising your brand of goods would be customized to combine the old traditional with the new trend. It would be Negro music . . . Negro customs . . . Negro language—all blended . . . and sparked by a popular personality, who would give dynamic impact to your commercial copy and create a demand for your product. If you want your share of this quarter of a billion dollar Negro market, drop a note, on your letterhead, that we may send you information on how WDIA can increase your sales and profits. Request, also, your bound copy of, "The Story Of WDIA!"

WDIA is represented nationally by John E. Pearson Company.

JOHN PEPPER, President

BERT FERGUSON, General Manager

HAROLD WALKER, Commercial Manager

TV-SPORTS CENTER PLANS ANNOUNCED

Queens County (N. Y.) Chamber of Commerce says it will sponsor $500 million project in Long Island City and has talked with 'tv people.' Networks appear uninterested.

PLANS to construct a mammoth, $500 million "tv and sports center" above the 250-acre Sunnyside (railroad) Yards in Long Island City, N. Y., were to be announced over the weekend by the Queens County (N. Y.) Chamber of Commerce.

Appointment of a preliminary investigatory body—whose job would be to drum up civic, public and private financial interest—was announced by A. Edward MacDougall, a vice president of the commerce body. The group includes Mickey Schwartz, president of ATV Film Productions Inc.; Carl E. Meyer, a Chase-Manhattan bank vice president; Edward F. Hosinger of the real estate firm of Hosinger & Bode; construction firm President William Kretzer, and William H. Byrne, an engineer who four years ago designed the model.

Aware that many other builders and groups had proposed similar projects, a spokesman for the chamber told B•T that the group "has been and is talking with the tv people." He declined to name any of them.

A spot check among the networks failed to unearth much to support the spokesman's claim. ABC-TV reported it "wouldn't be interested," citing its property ownership adjacent to the projected Lincoln Square redevelopment area on Manhattan's west side. CBS-TV spokesmen indicated they had "heard nothing about such a discussion," and NBC-TV representatives indicated that "while they probably approached us," they had no comment to make.

Reticence of the Queens group's spokesman to divulge names was attributed to the fact that "we don't want to tip off the enemy."

The "enemy": William Zeckendorf, president of Webb & Knapp, who already has announced plans to erect a 40-acre, $500 million tv city blanketing an L-shaped section of Manhattan's west side from 9th and 12th Avenues between 31st and 37th Streets. Another potential "enemy" of the Queens group would be Broadway Producer (the Playwrights Co.) and real estate tycoon Roger L. Stevens, whose vast Lincoln Square project—entailing slum clearance, construction of a new Metropolitan Opera house, theatres and other cultural attractions—seems ready to get under way this year.

A spokesman for the Zeckendorf organization also declined commenting on "tenant possibilities." There have been reports of discussions with top CBS officials over the past several months.

Of the three networks concerned, ABC-TV seems least likely to move—anywhere. Through Webb & Knapp, ABC in 1953 purchased a group of reconverted riding stables off Manhattan's Central Park—spanning most of three city blocks—which it has been restyling into a permanent broadcasting plant. An ABC-TV spokesman said the network was "quite happy" with its lot, particularly in light of the planned Lincoln Square project, which would give the network a foothold in New York's proposed art center.

NBC, meanwhile, plans to become a major tenant of the new "Color City," currently being planned by the Rockefeller interests for an area adjacent to Radio City [CLOSED CIRCUIT, Aug. 6].

LARGEST CONTRACT in the history of WTVN Columbus, Ohio, is signed with the station by Ray Wunderlich, president of Cussins and Fearn general hardware stores. The contract is for a concentrated merchandising campaign during sponsorship of more than 1700 newscasts a year. Also present at the signing are (l to r) Sam Johnston, acting general manager of WTVN; Burch Riber, WTVN account executive, and Bob Near, assistant merchandising manager of the hardware stores.

WFRV-TV Plans New Studios

CLAYTON EWING, president of Valley Telecasting Co. (WFRV-TV Green Bay, Wis.), has announced that construction has started on a new studio and office building in Green Bay for the ch. 5 station. In addition, Mr. Ewing said, WFRV-TV's studios in Neenah, Wis., will continue in operation with a full sales staff.

Swimsuits Needed

WMOP Ocala, Fla., will soon be "in the swim," literally. This Thursday the station plans to do its entire broadcast schedule—6 a.m. to 7:15 p.m.—underwater from Florida's Silver Springs.

Manager Jim Kirk and Vernon Arnette will originate all programs from a submerged tank with other members of the staff going down for their shows. The stunt will receive tv, newsreel, newspaper and other publicity coverage. The station is plugging the promotion with a station break telling listeners "WMOP—wet mop—underwater at Silver Springs Aug. 30."

WHLS

MICHIGAN'S POWERFUL 250 WATTER

. . . WHLS is responsible for more newsworthy stories featured by A.P. than any other station in the country.

4 FULL TIME NEWSMEN

PORT HURON'S COMMUNITY STATION

Represented Nationally by Gill-Perna

For Detroit — Michigan Spot Sales

KOVR (TV) Plans Move, Seeking ABC Affiliation

PLANS to move the transmitter site of ch. 13 KOVR (TV) Stockton, Calif., to a point further away from San Francisco and a proposed ABC-TV affiliation were announced last week by Terry H. Lee, president of Television Diablo Inc., which operates the station. An application seeking FCC approval of KOVR's proposals, including a power increase to 316 kw, has been filed with the Commission.

KOVR plans to move from its present site on Mt. Diablo to Butte Mt., about three miles southeast of Jackson, Calif., and approximately 40 miles further away from San Francisco than its present site. KOVR is now an independent, but Mr. Lee said that ABC affiliation will be secured upon FCC approval of the site change.

George Heinemann, Sam Dana Join WRCA-AM-TV Staffs

TWO executives appointments at WRCA-AM-TV New York were announced last week. George Heinemann, director of programming at NBC's WNBQ (TV)-WMAQ Chicago, is moving to the position of program manager at WRCA-TV, and Sam Dana, supervisor of tv promotion for NBC Spot Sales, has been elevated to head the advertising activities of W R C A and WRCA-TV.

MR. HEINEMANN

Mr. Heinemann, effective Sept. 1, will replace Steve Krantz, who is resigning to accept an executive position with Screen Gems. Mr. Dana, who has been with NBC since May 1955, replaces Milton Schwartz, who has joined Grey Adv., New York.

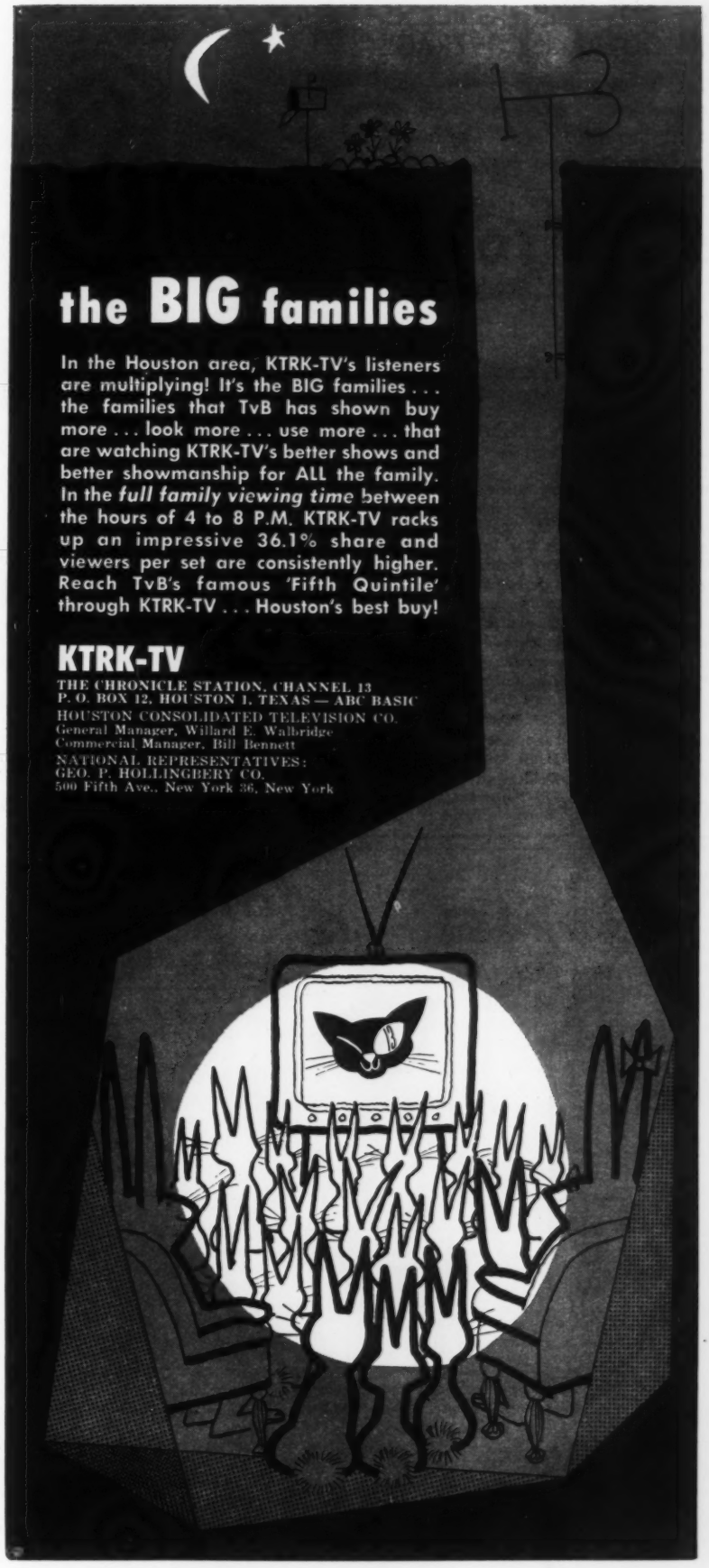
A "page boy graduate" of NBC, Mr. Heinemann joined the network in 1936; later became a special events editor with CBS, served in the Naval Air Corps in World War II and rejoined NBC in 1948 as operations manager in Chicago. He was made WNBQ's program manager in 1951, and director of programming for WNBQ and WMAQ two years later. He is credited with originating *Ding Dong School*, a program for tots that soon became a top NBC-TV show. He also was instrumental in developing instruction-type entertainment programs and college courses for credit on tv.

Before he moved to NBC, Mr. Dana was a copywriter for McCann-Erickson for two years. He also has done promotional work for the New York Life Insurance Co. and the Underwood Corp.

'Spinningest'

KWEM Memphis believes it has the "spinningest" disc jockey in the world —Kyle (Pappy) Lambert, who last week completed 127 continuous hours on the air.

The previous disc jockey record is said to be that of Don King, WBML Macon, Ga., who went 125 hours without stopping.


the BIG families
In the Houston area, KTRK-TV's listeners are multiplying! It's the BIG families . . . the families that TvB has shown buy more . . . look more . . . use more . . . that are watching KTRK-TV's better shows and better showmanship for ALL the family. In the full family viewing time between the hours of 4 to 8 P.M. KTRK-TV racks up an impressive 36.1% share and viewers per set are consistently higher. Reach TvB's famous 'Fifth Quintile' through KTRK-TV . . . Houston's best buy!
KTRK-TV
THE CHRONICLE STATION, CHANNEL 13
P. O. BOX 12, HOUSTON 1, TEXAS — ABC BASIC
HOUSTON CONSOLIDATED TELEVISION CO.
General Manager, Willard E. Walbridge
Commercial Manager, Bill Bennett
NATIONAL REPRESENTATIVES:
GEO. P. HOLLINGBERY CO.
500 Fifth Ave., New York 36, New York

STATIONS MAKING PLANS FOR FOOTBALL COVERAGE

Play-by-play broadcasts to be featured by radio and tv outlets throughout the nation. Pro games underway.

WITH football moving onto the nation's sports scene radio stations throughout the country are making plans for play-by-play coverage of the games of their state colleges and universities. Also included in the coverage is professional football, which already has begun its schedule of pre-season games.

Among the first reporting to B•T:

WGN Chicago began its exclusive broadcasts of 17 Chicago Bears' games with the Bears-Philadelphia Eagles exhibition clash last Friday night. Standard Oil of Indiana is sponsoring the game broadcasts for the fourth straight season. Jack Brickhouse will be at the mike for all but the first four pre-season games, which are being handled by Vince Lloyd.

Still on the professional front, WTOP Washington will originate the Washington Redskins' games for American Oil Co. and Marlboro cigarettes on a 64 station network stretching from Albany, N. Y., to Miami, Fla. In addition, WTOP-TV will telecast all Redskin road games except the Philadelphia Eagle contest Oct. 6. Jim Gibbons and Arch McDonald will be at the microphone for both the radio and tv broadcasts.

On the collegiate side WWJ Detroit and WKZO Kalamazoo will carry separate play-by-play broadcasts of the U. of Michigan gridiron schedule. The Buick Dealers of Greater Detroit is sponsoring the WWJ broadcasts for the second straight year, with Bill Flemming handling the microphone. WKZO's coverage will be co-sponsored by Armstrong Machine Works, Kalamazoo, with the second sponsor yet to be named.

WJBO Baton Rouge will originate the 10 games of Louisiana State U. for a seven station state network with John Ferguson as the play-by-play announcer. Other stations carrying the broadcasts for co-sponsors Kaiser Aluminum & Chemical Corp. and Ethyl Corp. will be WWL New Orleans, KTBS Shreveport, KALB Alexandria, KVOL Lafayette, KLOU Lake Charles and KLIC Monroe.

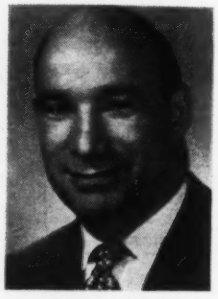
Pacific Coast Conference games, to be carried by CBS Radio in the West and offered for local sponsorship, have been sold by KOOL Phoenix to Money Oldsmobile Co. and Metropolitan Bottling Co. (Pepsi Cola), both Phoenix. Agency for Money Oldsmobile is Advertising Assoc., same city.

KCBS San Francisco will broadcast all Stanford U. (Palo Alto, Calif.) games in addition to five others involving California schools. Don Klien will do the play-by-play commentary with Dick Godfrey, KCBS sports coordinator, handling the color.

JIM TATUM, U. of North Carolina football coach, signs to do a series of half-hour tv shows during the coming football season on the six-station Home Security Tv Network, which telecasts throughout North Carolina and parts of Virginia and South Carolina. With Mr. Tatum are Bascom Baynes (r), president of Home Security, and Harold Styers, the company's director of sales promotion.

New WQAM Officials

NEW OFFICIALS of WQAM Miami are Jack Sandler, who has been appointed general manager of the station, and Dave Croninger, who has been named program director. Ed Morgan succeeds Mr. Sandler as sales manager of KOWH Omaha.



MR. SANDLER

Through a printer's error, pictures of the three men published in B•T of Aug. 20 had the wrong namelines. The correct ones appear with this story.

MR. MORGAN MR. CRONINGER

WMOO Plans Sept. Start

WMOO Milford, Mass., has set a target date for mid-September, according to Jim Miller, president of the Bay State Quality Group. WMOO, 1490 kc, 250 w, will be the second Bay State station, the other being WCAT Athol-Orange, Mass. Robert F. Nims, vice president in charge of operations of the group, has been named general manager of both outlets and Henry J. Murray, formerly of WNRI Woonsocket, R. I., has been appointed sales manager.

Idahoans to Hear Moskovics

GEORGE MOSKOVICS, manager of television development for KNXT (TV) Los Angeles, will be the principal speaker at the annual meeting of the Idaho Broadcasters Assn. in Idaho Falls Sept. 5. Mr. Moskovics will discuss "Sales Strategy for Radio & Television."

ONE
will get you...
FIVE
It is as "easy as duck soup" to dominate five of Virginia's most dynamic cities. Buy their one and only "V" Station . . . WTAR-TV. All well within WTAR-TV's "Grade A" Signal, they combine to make America's 26th Market.
In RETAIL SALES, for example . . . The Bureau of the Census (preliminary Report) shows that WTAR-TV's total coverage area has Retail sales of over $1,583,874,000. And here are Retail sales by cities:
NORFOLK $405,230,000
HAMPTON . . . . . $ 52,075,000
PORTSMOUTH . . . . . $ 96,980,000
WARWICK . . . . . $ 24,220,000
NEWPORT NEWS . . . . . $ 88,264,000
CBS
4 WARWICK
2 HAMPTON
5 NEWPORT NEWS
1 NORFOLK
3 PORTSMOUTH
WTAR-TV CHANNEL 3 NORFOLK, VA.
Represented by Edward Petry & Co., Inc.

Knode Appointed Head Of Petry Plans Board

ELECTION of Tom Knode, vice president and general manager of Petry Television, to chairman of a newly-created plans board is being announced today (Monday) by Edward Petry, president of Edward Petry & Co., station representative firm.

MR. KNODE

In announcing the creation of the plans board with 11 members, Mr. Petry said the board, which will meet on a regular basis, would permit the company to "gain the full benefit of the views and experience of our younger executives and have the advantage of their contribution toward policy-making decisions."

In addition to Mr. Knode, other members of the new board are William Maillefert, vice president in charge of radio; Martin Nierman and Jim Eshelman, respective eastern sales managers for tv and radio; Louis A. Smith and John Ashenhurst, respective western managers for tv and radio; Charles Philips, tv sales manager; Bob Hutton and Bill Steese, respective tv and radio promotion managers; Lee Redfield, special services director for tv, and Bill Cartwright, manager of the Detroit office.

WNBQ (TV) Color Sales Unit, Headed by Coleman, Set Up

WNBQ (TV) Chicago has established a sales development unit specializing in the promotion of commercial color use by clients, according to Jules Herbuveaux, vice president and general manager of the NBC-owned all-color station. Howard W. Coleman, formerly advertising, promotion and merchandising manager, will head the new department with the title of manager, WNBQ color sales development unit.

Mr. Herbuveaux said the department will work closely with color tv set manufacturers and dealers, establish a library of color materials and samples, create visual presentations for sales and promotional use and conduct conferences with agencies and clients.

KLZ-TV Sales Set Record

SALES at KLZ-TV Denver totalled $290,000 during the first two weeks of August, setting a new record for the station, it was reported last week by Hugh B. Terry, president-general manager. The sales comprised both new and renewal accounts and involved several syndicated shows.

WJMX to Originate Race

WJMX Florence, S. C., will originate for the fourth season the broadcast of the Southern 500 stock car race on Labor Day, Sept. 3. The broadcast will be fed to more than 50 subscribing stations in southeastern and central states.

The Darlington International Raceway, on which the Labor Day event will take place, was the scene earlier this year of a 200-mile race originated by WJMX and fed to some 40 stations comprising the Darlington Raceway Network.

This Employe Is a Client at WCBS

GABY LA POINTE leads "two lives" at CBS Radio in New York: he is both an employe and advertiser. And he finds both "lives" profitable!

From 9 a.m. to 5 p.m., the quiet-spoken Mr. La Pointe functions efficiently as studio and building manager. In his off-hours, he devotes countless time to the advertising, sales and merchandising plans for his remedy for poison oak, ivy and sumac, called Myratrol. In this capacity, he works with officials of Humphrey's Medicine Co., New York, which manufactures the product. And it was at Mr. La Pointe's suggestion that Humphrey's decided to use three spot announcements per week on CBS-owned WCBS New York's early morning *Jack Sterling Show*, beginning in mid-May.

MR. LA POINTE

"The results have been amazing," Willard Eldredge, vice president of Humphrey's, reports. "In the first month, we sold close to $15,000, and for the second month, we grossed almost $30,000. This is with virtually no other advertising at all."

Mr. Eldredge acknowledges that when the product was placed on the market about five months ago, spot announcements were used briefly on another station without much success. Mr. La Pointe suggested the Sterling show, pointing out that a product of this type needed a personality with a loyal following, which would believe the claims made by the air salesman. Mr. Eldredge agreed, knowing that listeners often are skeptical of remedy products since many are on the market and some make exaggerated claims.

According to Mr. Eldredge, Mr. Sterling tested the product on friends and approved it. Shortly after the first announcement, Mr. Eldredge said, Humphrey's began receiving calls from drug stores in the New York metropolitan area, which had been besieged by customers who had heard the broadcast. The demand for the product has grown rapidly in WCBS' coverage area in New York, New Jersey and Connecticut, Mr. Eldredge said.

The company currently is seeking radio personalities in other areas who have what Mr. Eldredge calls "the Jack Sterling touch." He hopes that by the fall he can line up additional sponsorship in areas in the south, coinciding with the season for the various "poison" ailments.

Mr. La Pointe, who retains an interest in Myratrol, is happy about his prospering sideline and gives thanks to Humphrey's, Mr. Sterling, and his 74-year-old mother, Mrs. Eva La Pointe of Laconia, N. H. It is Mrs. La Pointe's herb formula, which she had used on her 14 children for many years, that forms the basis for Myratrol. He confides that his mother has several other home remedies he considers ready for marketing, and adds with a smile:

"When these products are launched, they're going to be on CBS too. It feels mighty good to be a CBS employe and a CBS sponsor!"

WBIW Sold for $72,500

SALE of WBIW Bedford, Ind., from William C. Smith Jr. to Joseph and Agnes McGillvra for $72,500 was announced last week by Allen Kander & Co., broker for the transaction. Mutual-affiliated WBIW operates on 1340 kc with 250 w. The station went on the air in 1948.

STATION SHORTS

WMBV-TV Marinette (Green Bay), Wis., last Monday inaugurated its colorcasting service after RCA had completed installation of final link in transmitter. According to general manager, Joseph D. Mackin, WMBV-TV will henceforth carry all scheduled NBC-TV color programs it can (it shares affiliation with ABC-TV) in addition to originating colorcasts locally. Station also signed last week for entire 740 RKO Teleradio film library.

WMSL-TV Decatur, Ala., reports AT&T will furnish live program service from NBC-TV and CBS-TV beginning Oct. 17.

David F. Wood & Assoc., Baltimore public relations firm, appointed public service consultant to WBAL-AM-TV Baltimore.

KABC-TV Hollywood has installed 10 kw driver at Mt. Wilson transmitter, simplifying operation of station's high-power installation and providing improved picture for S. California viewers.

WTVH (TV) to Boost Power

WTVH (TV) (ch. 19) Peoria, Ill., will boost its effective radiated power from 214 kw to 500 kw sometime this fall after installation of a new RCA ultra-gain, uhf tv transmitting antenna, which was delivered last week by the RCA Broadcast & Tv Equipment Dept., Camden, N. J. The new antenna is similar to those now being used by WBRE-TV Wilkes-Barre and KPTV (TV) Portland, both uhf stations, in boosting their power to 1 million watts.

Rash to Join WRC-AM-TV

BRYSON RASH, ABC Washington correspondent and news analyst, will join the staff of NBC-owned WRC-AM-TV Washington Sept. 1, according to an announcement by Carleton D. Smith, general manager of the NBC stations.

MR. RASH

Mr. Rash began his broadcasting career at KMOX St. Louis in 1925 and joined ABC Washington in 1944. He has covered every national political convention since 1940 and has traveled with Presidents Roosevelt, Truman and Eisenhower.

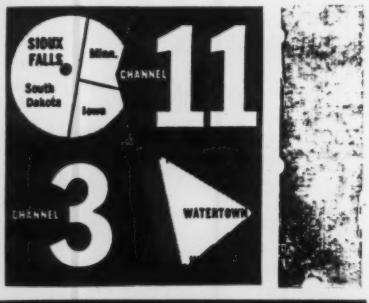
His first assignment at WRC will be a daily 6:15 p.m. EDT newscast on the radio outlet.

SET YOUR SIGHTS HIGH IN THE 3-STATE MONEY BELT . . .

You sell all you reach in this sales manager's paradise. And you'll reach more than ever with Joe Floyd's new 1,032 ft. tower for KELO TV.

Now KELO beams a picture that reaches a wider market than ever in So. Dakota, Minnesota and Iowa.

Add Joe's neighboring KDLO and you add twice the reach, twice the enthusiastic sell—two big markets for your one buy across the board.



KELO TV

JOE FLOYD, *President*

Evans Nord, Gen. Mgr. Larry Bentson, V. P.

NBC • ABC • CBS

Gen. Offices Sioux Falls, S. D.

represented by H-R for TV and AM

REPRESENTATIVE PEOPLE

Ben H. Holmes, national sales manager, KTVX (TV) Tulsa, Okla., and **A. Gifford Eager Jr.,** account executive, George P. Hollingbery Co., N. Y., to television sales staff of Edward Petry & Co., N. Y. **Joan Pettingell,** timebuyer, Arthur Meyerhoff & Co., Chicago, to Petry Chicago tv promotion staff, **Bob Miller,** salesman, WINS New York, to Petry sales executive in radio division, N. Y.

STATION PEOPLE

Mike Shapiro, commercial manager, WFAA-TV Dallas, Tex., to managing director of KTVX (TV) Tulsa-Muskogee, Okla., and KATV (TV) Little Rock-Pine Bluff, Ark., headquartering in Tulsa.

MR. SHAPIRO

Elby Stevens, news and sports director, WTWN St. Johnsbury, Vt., to general manager of WFST Caribou, Me., new 1 kw daytime station. **Mike Norton,** WHIL Medford, Mass., and **Fred White,** WNIX Springfield, Vt., to WFST staff. **Lois Clemens,** KTVA (TV) Anchorage, Alaska, to woman's director of WFST.

David L. Sherrill, WLSD Big Stone Gap, Va., to sales manager, WFIS Fountain Inn, S. C., new am to serve Woodruff-Fountain Inn-Simpsonville area.

Lawrence Van Dolen, formerly vice president and radio sales manager, Paul H. Raymer Co., national station representative, to national sales co-ordinator, WINZ Miami, Fla.

William R. Brazzil, NBC-TV sales department, to WTVJ (TV) Miami, Fla., as national sales director.

Ralph R. McCawley, promotion art director, *Washington Evening Star,* to WRC-AM-FM-TV Washington as manager of advertising and promotion, new position in station organization.

Frank Steltenkamp, sales staff, WWJ-TV Detroit, named sales development manager, WWJ-AM-FM-TV.

James M. Henneberry, sales promotion manager, WICS (TV) Springfield, Ill., to KWK-TV St. Louis in similar position.

Herbert Steinberg, program operations supervisor, WAAM (TV) Baltimore, named to additional duties of assistant program manager. **Kennard B. Calfee,** producer-director and program m. c., appointed director of public service, and **Edward Sarrow,** director-producer, named production manager.

Daniel B. Speare, program director, KREO Indio, Calif., to KGFJ Hollywood in same capacity succeeding **Donald K. Ross,** resigned to join news staff, KFMB San Diego, Calif. **Dave Chase,** KGFJ disc jockey, resigned to return to popular music field. **Murray Brasky,** teacher, Redondo Beach, Calif., to KGFJ sales staff.

Arthur M. Hopwood Jr., Philco Corp., Phila., to KYW Cleveland as facilities enginering supervisor.

Spencer Allen, director of combined news operations at WGN-AM-TV Chicago, resigned effective Oct. 1. He will announce future plans shortly.

Dale Wolters, engineering staff, WOOD-AM-TV Grand Rapids, Mich., named assistant chief engineer.

William R. Rytting, president, Burton, Brophy & Rytting (Adv.) Agency, Salt Lake City, to KTVT (TV) there as account executive.

Jimmy Kilgo, nighttime personality, WIST Charlotte, N. C., to local sales staff.

Philip D. Marella, M. S. graduate from School of Television, Syracuse U., to KGR-TV Buffalo as saleman.

Joe Vaughn, adman and musician, to WABT (TV) Birmingham, Ala., as account executive.

Edward J. Lynott, sales staff, WNAM Neenah-Menasha, Wis., to Neenah sales office of WFRV-TV Green Bay, Wis.

Curt Siegelin, owner-manager, WIKC Bogalusa, La., and Bogalusa mayor, named executive director of La. Department of Commerce & Industry.

Rick Reighard, announcer, WCUE Akron, Ohio, named to take charge of station production.

Joe Saccone and **Michael Becce** to record librarian and assistant, respectively, WMGM New York.

Marlyn Thompson to WSJS-TV Winston-Salem, N. C., as *Romper Room* teacher.

Dan Ingram, disc jockey, WALK Patchogue, N. Y., to WNHC-AM-FM-TV New Haven Conn., as morning disc jockey and staff announcer.

Dewey P. Compton, farm director, KTRH Houston, Tex., to KTRK-TV that city for farm show.

Joe Perry, fullback, San Francisco 49'ers, to KEEN San Jose, Calif., for nightly disc show. **Dick Garvin,** senior student, San Jose State College, to KEEN vacation relief announcing staff.

Cleveland Willis, graduate, Northwest Radio & Television School, to WMBL Morehead City, N. C., and **Larry Rhoades** to WLOH Princeton, W. Va., **Shep Ames** to WEEB Southern Pines, N. C., as announcers; **Ralph Lucas** to WSPD-TV Toledo, Ohio, as floorman; **Dale Harlow** to KONP Port Angeles, Wash., and **Gary Staggers** to KRXL Roseburg, Ore., as announcers, and **Stephen Nutt** to Balaban & Katz Corp., Chicago, as publicity agent. All are graduates of Northwest Radio & Television School.

Reaction in Evanston

WHAT HAPPENS when a radio station suddenly turns away from its classical and standard music format after 10 years and plays "rock 'n' roll" and "top 10" fare? For one day last month, WNMP Evanston, Ill., decided to test listener reaction by doing just that.

Out of thousands of letters received following the experiment, WNMP said 95% demanded the continuance of classics, semi-classics and standard pop selections.

YOU can use "Operation Snowflake" to **sell radio and television time** in November and December

WHAT'S IT ALL ABOUT?

"Operation Snowflake" is a successful, proven promotion designed to boost the sale of major appliances as Christmas gifts. Last year, "Snowflake" created more tie-in advertising than any other promotion in recent advertising history. Again this year the promotion slogan, "Make it a White Christmas . . . Give her a Major Appliance," will be advertised from coast-to-coast. And, thousands of major appliance manufacturers, distributors, retailers, banks and utilities will tie-in with the "Snowflake" sales drive.

WHAT'S U.S. STEEL DOING?

U. S. Steel will sell the theme, "Make it a White Christmas," in 2000 commercials on powerhouse radio stations covering 85% of the country's population. It will feature the promotion in 6 commercials on TV's United States Steel Hour. And it will run "Snowflake" ads in over 300 newspapers reaching major markets. U. S. Steel will tell 110 major appliance manufacturers, 2400 distributors, 12,000 retailers (Snowflakers in '55), 2400 banks and 2500 utilities about "Operation Snowflake," and provide them with point-of-sale materials.

WHAT CAN RADIO AND TELEVISION STATIONS DO TO CASH IN?

First, send for an "Operation Snowflake" Radio and Television Portfolio. Read the complete story on this outstanding promotion. Then make calls on major appliance manufacturers, distributors, retailers, banks and utilities in your area. Explain what U. S. Steel is doing to boost the sale of appliances. Then show how they can profitably tie-in by using radio or television commercials.

FOR TV . . . A SPECIAL SALES PORTFOLIO.

To help your salesmen, six "Snowflake" folders have been included in each portfolio. The folders explain the "Snowflake" promotion and point out the value of TV commercials for local tie-in advertising. U. S. Steel has produced four slide commercials for use by your customers. Illustrations of the slides, along with scripts, are included in the folder. A free set of slides for station use are contained in the portfolio. U. S. Steel will support the efforts of local TV advertisers with "Snowflake" commercials on the United States Steel Hour during November and December.

FOR RADIO . . . A SPECIAL SALES PORTFOLIO.

The portfolio contains suggested radio scripts and six folders which your salesmen can use to spell out to your customers what U. S. Steel is doing to boost appliance sales—and how radio spots fit into the customers' "Snowflake" tie-in plans. Also included is a transcription of a special sound effect that will clinch sales for you! It's the same musical effect which will be used to introduce all 2000 U. S. Steel "Snowflake" radio spots between November 26 and December 9. Just as the now famous "Snowflake" is used as a visual symbol, this musical effect will be the sound that quickly identifies the message, "Make it a White Christmas . . . Give her a Major Appliance." Local advertisers can use this *same* musical transcription in their own radio commercials to cash in on U. S. Steel's saturation coverage and direct customers to *their* stores.

BT-8-27-6

Robert C. Myers, Director
Market Development Division
United States Steel
Pittsburgh 30, Pa.

☐ **Please send me the free "Operation Snowflake" Radio Portfolio**

☐ **Please send me the free "Operation Snowflake" Television Portfolio**

Name .....

Station .....

Address .....

City ..... **State** .....

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☐ *Enter my subscription including the 1956-57 TELECASTING Yearbook—$9.00.*

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☐ *Please send me . . . . . copies of TELECASTING Yearbook at $3.00 per copy.*

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street _____

city _____ zone _____ state _____

Jack Martin, musician, to WDSU-TV New Orleans as floor manager. **Ty Tracy,** publicist, Larry Gore Assoc., N. Y., to WDSU-TV as publicity writer.

Don Brant, WISH Indiananpolis, to announcing staff of WCPO Cincinnati.

Chick Hearn, sports director of WEEK Peoria, Ill., to KNX Los Angeles as sportcaster handling play-by-play of all U. of So. Calif. football games this season.

Charles H. Crutchfield, executive vice president and general manager, WBT-WBTW (TV) Charlotte, N. C., and WBTW (TV) Florence, S. C., appointed radio-tv chairman of Governor's Committee for the Public School Amendment by N. C. Gov. Luther H. Hodges. Amendment, to be voted on in general election called by state legislature, will determine future course of public school education in state.

Carl Ward, general manager, WCBS New York, and **Roy Ashmen** of NBC research and planning, named to advertising and selling course committee of Advertising Club of New York.

Ted Schneider, operations manager, WMGM New York, father of boy, Wayne, Aug. 17.

Betty Irby, traffic manager, WSAZ-TV Huntington, W. Va., married to Jack Graham, International Nickel Co., Huntington.

WHEREIN A BROADCASTER ASKS SOME QUESTIONS

TODAY's radio situation, with the old-style network affiliates competing for audience and advertising with the new-fangled music-and-news operators, calls for a new look at a changed picture, says Jerome Sill, former president and general manager of WMIL Milwaukee who has just contracted to purchase WFPG Atlantic City. Mr. Sill asks some questions which he feels need answering if radio networks are to survive.

THERE ARE two unlike radio businesses. One is the relatively young non-network news-and-music operation, dependent on the use of popular music, recorded. It represents a new and highly developed skill in the selection, the balance and the presentation of popular music. The other is the old but vastly changed local station affiliated with a nationwide network. While it has many hours of recorded music programs, it also has many hours of programming curiously like that which it had 20 years ago. Fewer, but the same.

The important distinction between the network station today and the independent is a difference in personalities. The personality of a news-and-music station can be virtually anonymous, a music service uninterrupted except for frequent service features. It is easy to listen to and easy to keep tuned for background music when not being listened to. The personality of the network affiliate is positive; a diversified service offering nationally known personalities, drama, music, nationwide news and features, all of it supplemented by local news, locally prepared music and local features.

Circa 1956 differs from Circa 1936 in this important respect: Today, every station is a local station. But one can operate a local station in either kind of business; a local station depending on local sources plus phonograph records or a local station depending on local sources plus a network.

All this is so elementary that it is almost a school primer on broadcasting. But there are still some questions to be answered:

On Surveys: Why is it true—as it is—that in most secondary markets, the good major network affiliate has more audience than the good news-and-music station? Why isn't there more far-reaching study of the vast audiences beyond the top 50 cities to determine to what extent this is true? Why do networks seek to prove their point about the superiority of network broadcasting through the use of recall surveys? (We must accept, as true, that people will identify themselves and their previous day's listening with known names and be confused about what recorded music program they may have heard the day before.) Why, knowing of the vast variance between coincidental ratings and recall ratings, don't the network researchers try to determine true data through techniques that do not contain these pitfalls? Who is kidding whom? Why are survey findings not qualitative as well as quantitative?

On Programs: If it is true that the *personality* of a network station differs from that of a music station and that this distinction is an important one, why don't networks abdicate the field of music to the local station, recognizing that live music, over network lines, is not an improvement over canned music over the station's turntables? Or, if this isn't so, why isn't it? Who says so?

On Television: We seem, most of us, to have abandoned the field of nighttime radio to tv. Is this because the one thing radio did well at night—hour and half-hour drama—tv does better? Has anyone looked into the really phenomenal success stories of nighttime radio in local markets? Do we know nearly enough about the power of locally produced nighttime radio in the form of provocative newscasts, "letters to the editor," remotes from interesting spots? Doesn't an idea, repeated in differing forms hundreds of times over hundreds of local stations, provide the test-tube for what a network might possibly do nighttimes in a way their local affiliates cannot do? Isn't this a newly important station relations function which is utterly ignored by the networks? Or is this a missed opportunity for network affiliates' committees?

Who said that news commentaries are dead? Who is there to prove they are outdated, if they are exciting, provocative, timely? Who is continuing to present news commentary in evening hours? Why can't they be fed at an early evening hour to be rebroadcast in the late evening? Has everyone ignored the exciting on-the-spot radio network coverage of the *Andrea Doria* disaster? Wasn't this something to distinguish the network affiliate from his independent contemporary? Have we forgotten that, by its very nature, tv cannot compete with radio for immediate spot coverage?

On Economics: Isn't how much the network contributes at least equally as important as how much it pays? Is the answer that the radio networks don't really believe in radio networks? Or can it be that everyone is so hazy about terms and words and facts that neither the network nor the affiliate is very successful in telling the other about the community of interest between them? Isn't it time that networks and stations that want to be network stations use the same words to say the same things?

WHAT ROAD FOR 'OMNIBUS'?

After four seasons on the air on Sunday afternoons and the introduction of many innovations to television, the Ford Foundation's show moves this fall into Sunday evening. Bucking high-priced "popular" programs, will it dare to keep experimenting? In this exclusive interview, Robert Saudek, director of the Ford Foundation's Tv-Radio Workshop, tells how "Omnibus" grew and what it will do to meet its new competition.

Q: How did the Workshop get started? Whose idea was it? How was it financed? Can you sketch in the background for us?

A: James Webb Young, one of the elder statesmen of advertising, conceived the idea at the time the Ford Foundation was first organized. He was serving the Foundation as consultant in communications and he convinced the board of trustees and officers that television was potentially a very influential communications medium and that it would be worthwhile for the Foundation to become actively interested while it was still in a young formative state.

His idea was that the Foundation should not stand on the shoreline as a critic but should plunge right into the midstream of television, which meant commercial television. Jim Young was asking the Foundation to underwrite an experiment to find out whether it was possible to help raise the cultural level of the nation and still attract many viewers. If that could be done, then tv would become a positive force for improving the country's taste and adding to general information and knowledge. If sponsors could be found for the Foundation programs, they would really be paying for the experiment, so all the Foundation had to do was advance enough money to get the project started. That, roughly, was the underlying idea.

Q: Obviously, Mr. Young sold the Foundation on giving it a trial. What happened then?

A: Yes. Jim Young presented his idea and got an appropriation of $1.2 million. After that he asked me whether I would come over as director of the project, organize it and get it going.

I agreed and after thinking about various plans for three or four months I decided the way to do it was by "going for broke," taking all the money we had and putting it into one big venture, one very big show in terms of time, position in the schedule and so on, something that would clear all barriers and put a little excitement into the field. We were commi'ted to spend a little money on two small program ventures, but most of the $1.2 million was at hand to back the gamble.

Q: And this first program you are talking about was . . .?

A: *Omnibus.*

Q: You decided to take all the money and then put it into a single package?

A: That's right, rather than dribbling it out in half-hour shows that might come and go without making much impression.

Q: Then that was the genesis of the 26-week, 90-minute program?

A: Yes. Actually it came partly out of the feeling that television had fallen into a set of cut-and-dried categories: the quiz show, the dramatic show, the variety show and so on. Everything seemed to fit very easily into pigeon holes and they all came in half-hour or hour packages or quarter-hour packages every week. Another thing that had a good deal to do with this was that I had attended the New York Zoological Society's annual meeting where they showed some films. One was a little 30-second film of a jack rabbit running in slow motion across a field. It was a fine little picture and I couldn't help but think that it ought to be put on television. It couldn't be shown in theatres; there'd be no place to put it. It had to be tv, but where would you put it if it was only 30 seconds long? It occurred to me that the thing to do was to have a program which could contain a 30-second feature or a 30-minute feature or a 90-minute feature. That was the genesis of it.

Q: How did you go about translating that rather general idea into the program that went on the air as *Omnibus?*

A: Well, I set up a complete formula on paper of what seemed to be the ideal ingredients. It included 90 minutes; late Sunday afternoon; five advertisers (which is the way we went into the first season); features of any length we wanted, and estimates of what we would have to spend to put on that kind of program and put it on right. We weren't going to ask for charity of anyone. If you're going to go into the main ring, you have to be prepared to slug it out with the champions. You don't do that by going in with 50-cent pieces or begging.

And so we outlined the specifications: It would begin (this was in January, I guess, of 1952) on Sunday, Nov. 9, in the fall, and so on. Next we went to the network and outlined our idea and said we would like to have an hour and a half Sunday afternoon. There were some problems to chew over: Can we clear stations for a full hour and a half? Can you get talent to go on a program that the Ford Foundation is involved in, any real talent, because they'll suspect that it's sort of a good will, welfare operation or some-

HE'S IN THE DRIVER'S SEAT OF 'OMNIBUS'

In 1951, Robert Saudek was the picture of a contented radio executive. A decade of network sales and sales service experience, interrupted by a wartime hitch as manager of OWI's American Broadcasting Station in Europe, had won him a vice presidency in charge of public affairs for ABC. He was successful; more than that, he was thoroughly enjoying the chance to put on the air such spectacular documentaries as "Hiroshima," "V.D." and the three-part "Communism in America" which had the triple (for him) advantage of stimulating the listening public, evoking cheers from the critics and scaring many of his fellow ABC executives half to death. He was sitting pretty.

Then came an offer to leave the network and conduct an experiment with a new kind of broadcasting that was to be both public service and commercial and, to succeed, had to be among the best of both. He took the offer, left ABC and joined the Ford Foundation as director of its Tv-Radio Workshop, the job he still holds. The story of his five years at the Workshop and of its prize creation, Omnibus, *which this fall moves out of its Sunday afternoon period on CBS-TV into a Sunday evening time on ABC-TV, is told in the recorded interview reproduced here.*

thing? Will you be able to fill an hour and a half every week? Will you be able to get advertisers to go along with this, because it's new, and it isn't "realistic."

But Frank Stanton did not take that view. He reserved judgment and said he'd let us know. And he called the next day to say we could have the time.

Q: This was the first year. Did your sponsors pay for the time?

A: Yes. The first year our sponsors, as always, paid for the time direct to the network and for the show direct to us.

Q: Did they pay your production costs?

A: Yes.

Q: In other words, the venture paid for itself.

A: It all but paid for itself the first year, yes. We had one sponsor the day we went on the air but within a month we had five.

Q: Does the price include your overhead, too? Or just the production per se?

A: Overhead and everything is right in the figure.

Q: Then you've been operating on a commercial basis?

A: Completely. Actually more than the networks do because the networks, if you recall recent testimony in Washington, do subsidize major programs very heavily.

Q: Mr. Saudek, you used the term "sponsor" there which sounded very unfamiliar to me in relation to *Omnibus*. On the air you designate these people as "subscribers." I have always been under the impression that there is a somewhat different relationship between a subscriber and a producer than between a sponsor and a producer. I understood the language was specifically for that purpose.

A: Well, actually the word "subscriber" came about in a most informal way when the program first went on and Alistair Cooke casually mentioned his "subscribers." Afterward he said, "What do you think about it?" I said, "I like it." So after that we did call them subscribers. I think we'll go back to "sponsors" next year.

Q: Do you do anything else at the Tv-Radio Workshop?

A: Yes. We have a second program, made up of the films we made for *Omnibus*. It's called *Under the Sun* and it's a syndicated half-hour series, with William Saroyan as m.c.

Q: If I may ask a somewhat facetious question, how did you arrive at the sunburst as your insignia?

A: Prior to that sunburst we had used an animated film opening, with boxes kind of put together and coming apart. It didn't seem to mean anything in particular. It wasn't an insignia you could carry over to other things. So one day I suggested a sunburst because it's a beautiful, identifiable thing.

Q: I had always assumed that this sun had a direct connotation that *Omnibus* would do anything under the sun that was of interest in itself.

A: You are still right.

Q: Looking back over the history of *Omnibus*, what would you pick as your most significant programs?

A: I would hesitate to say because I think I would look at it entirely differently from the way you would. I would look at it from the standpoint of what was the ancestor in the series of, for instance, "The Constitution"? What got us going on that style? It was the Napoleon and Josephine letters which we did the first year we were on. James and Pamela Mason read excerpts from the actual letters. They appeared alternately before the camera with a very simple set for a background. But these were the authentic letters, you see, which gave a rather interesting picture of a romantic relation and of Napoleon's military career as he described it to her in rather husbandly terms.

That began to move us along and we used that technique with a feature that we called, "Treason—1780" about the Benedict Arnold treachery, which was based entirely on letters and diaries and other documents, from which it was possible to trace the story. That was a somewhat more ambitious thing, of course, because many more letters and a lot more editorial selection were involved. More production was involved, too. Then, after that, we undertook the Adams series. This was a major undertaking, since it was to be in four parts covering four generations. Finally, there was the Constitution series, but as far as I'm concerned that would be the seed that you suddenly find growing, after planting it away back. It may be something that everybody in the tv audience forgets, but it's a very significant thing to us.

Or, to switch to music, back of Leonard Bernstein's lucid explanations of musical phenomena was the idea three years ago that we do music lessons on the air. We began in a relatively simple way and all of a sudden we found ourselves moving to much more ambitious and sophisticated ideas than just the description of how to play an instrument.

Q: What about the turkeys you've had?

A: I never discuss those.

Q: You face the possibility of turkeys with almost anything you do, anywhere, any time, certainly when you get off the beaten path, and I was thinking that turkeys can be valuable experiences in themselves.

A: Well, they certainly have great cathartic benefits.

Q: There are some people who feel that there haven't been any turkeys on *Omnibus*.

A: I think those are the people who feel that you should experiment. It's not very hard to do an acceptable play every week.

Q: Let me bring up a question that has troubled me for some time. You purposely set out to go on an uncharted somewhat offbeat course as far as regular television is concerned and you've succeeded very well. Could you have done without something like the Ford Foundation, which has given you both financial backing and a free hand? Say, if you were in a station operation?

A: No, I don't think so.

Q: I was recalling what you said at the beginning of our talk, that you had noticed the conformity to the clock, the quarter, half-hour, hour thing, and were experimentally seeking out new avenues, new ways to use this fine, great medium. Could you guess at some of the effects of *Omnibus* on television?

A: I would hesitate to try and tell you what those effects might be, but I like to think that there have been lots of them. Nobody ever goes out and says, "Look how smart we are; we borrowed such an idea from *Omnibus*." Nor do we go out and say it. The main thing, I think, is that networks and advertisers are spending real money for interesting ideas. I don't mean necessarily things labeled educational. I find that it's very good for my youngsters to want to go out actively in sailboats and sail and race. Now, that's far better than having them sit at home reading comic books, much better even than having them sit at home listening to a Brahms symphony on a record. They're active and they're involved in something.

Q: You're asking for an active reaction to environment.

A: Exactly.

Q: Will shifting from the 5-6:30 p.m. late afternoon time to 9-10:30 in the evening this fall make any difference in your approach to programming *Omnibus?*

A: Yes, it will. I think it will put a good deal more of a burden on us to see that everything on *Omnibus* is even more attractive.

Q: Prime subjects for prime time?

A: That's right. One thing that I would guard jealously is the basic integrity of the subject and I think that we can guard that and still make it sharper and more fun.

Q: Why was the change made?

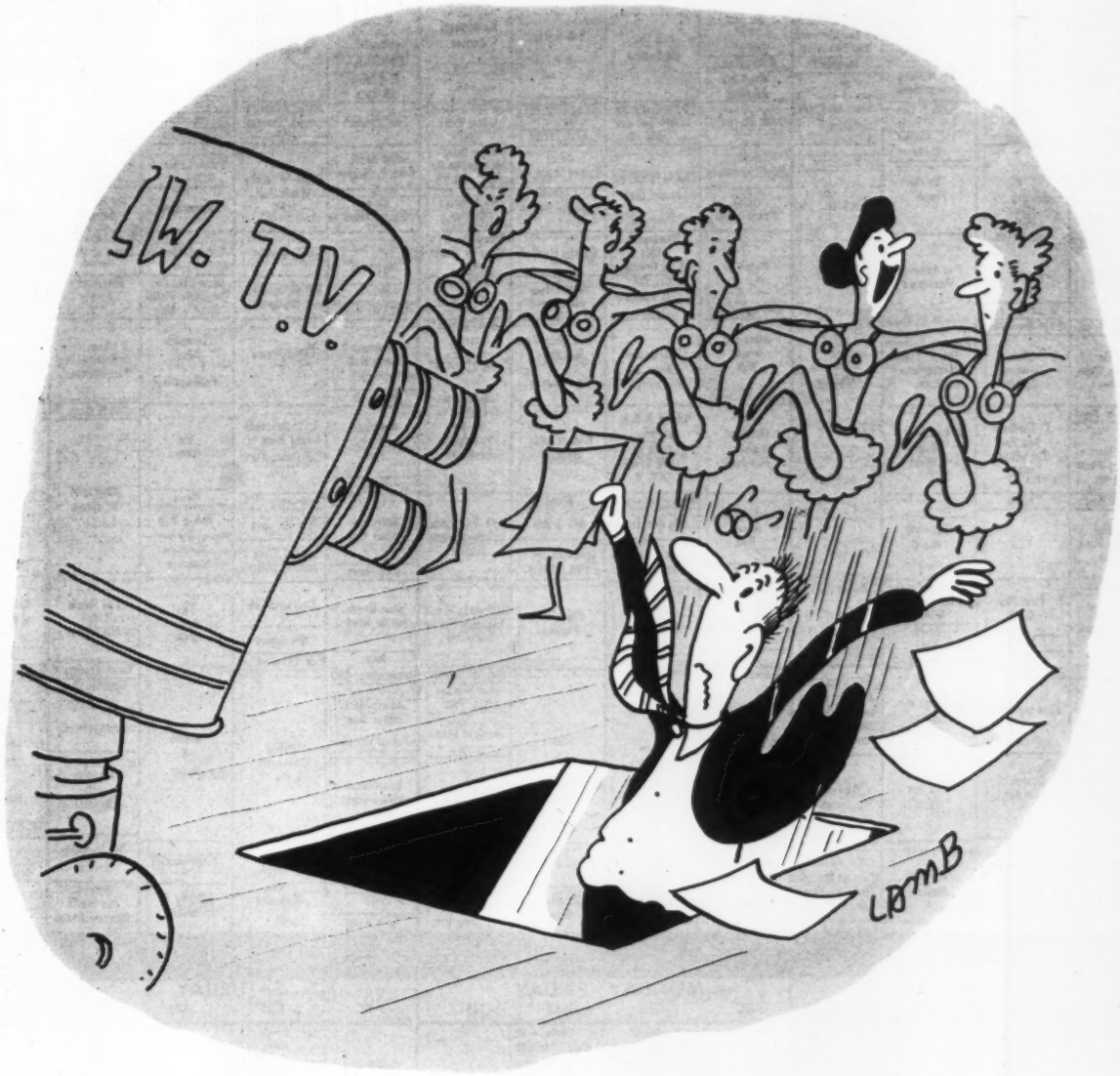
A: Because we were anxious to go to evening time, especially Sunday evening time. Sunday is when we've always been on.

Q: Then, there was no problem with CBS, aside from the . . .?

A: Aside from the fact that we thought we were good enough for the best time around, so we went and looked for it and found it.

Q: Let me sum something up here. You actually are now self-supporting?

A: No. In the four years time now that *Omnibus* has been on, we have been on the average of 80% self-supporting. Some years we've been completely so, and some years less than completely, but the average for those four years is apparently somewhat better in terms of self-support than that of large programs owned by the networks.



He forgot that "Scotch" is a brand name for tape!

It's easy for all of us to fall into bad habits! While we welcome the mention of our product on your programs, we ask that you respect our registered trademark. If it is impossible for you to use the full name correctly: "SCOTCH" Brand Cellophane Tape, or "SCOTCH" Brand Magnetic Tape, etc., please just say *cellophane tape* or *magnetic tape*. Thank you.

MINNESOTA MINING AND MANUFACTURING COMPANY

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COMPARATIVE NETWORK AM SHOWSHEET

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	First 5 Texaco Mon. Morning Headlines	News	Seaboard Drug Walter Winchell	Monitor *
6:15	Paul Harvey News	O'Hara	Sosman Bros. Tomorrow's Front Page (6:15-6:25)	Mutual of Omaha On the Line with Bob Considine
6:30	Quincy Howe	Liggett & Myers Gunsmoke (202)	Kraft—News	Monitor *
6:45	George Sokolsky		Bill Hillman Commentator	
7:00	Weekend News		General Tire Sports Time	"Meet the Press"
7:15	Bryson Rash	Mitch Miller Sinderella	This Fabled World	
7:30	Overseas Assignment		"By the People"	
7:45	Speak'g of Sports All-Star Country Show		Pan American Panorama	
8:00	Texaco News	Weather (195) B&W News (197)		
8:15	All Star Country Show Co-op	Meet Corliss Archer	Hour of Decision Billy Graham Evangelistic Assoc.	Monitor *
8:30	Speak'g of Sports	P. Lorillard Tws For The Money (203)		
8:45	All-Star Country Show Co-op		Lutheran Hour Repeat	
9:00	Texaco News	News		
9:15	All-Star Country Show Co-op	TBA	Sounding Board	
9:30	Speak'g of Sports	Steel Pier Bands	Manion Forum Dean Clarence Manion	
9:45	All-Star Country Show Co-op	Sports News	Co-op Keep Healthy	
10:00	Erwin Canham	Face the Nation	Wings of Healing	Billy Graham** Evangel. Assoc. Hour of Decision (Split Network) and *Monitor
10:15	Travel Talk			
10:30	The Assemblies of God "Revival Time"	Church of the Air $	Bon Soir Paris	American Forum
10:45	Texaco News	News		
11:00	Imagination	Dance Orchestra	Wings of Healing	** Hour of Decision (Split Network) and * Monitor
11:15 PM				

MONDAY

	ABC	CBS	MBS	NBC
	No Service	Allan Jackson	Bob & Ray	No Network Service
	ABC—News Mel Allen All State	No Service		
	No Service	Dolco Batteries Lowell Thomas (198) R	Hore's Hollywood Sports Kraft News	Sun Oil & Co-op 3-Star Extra (34)
	CIO-AFofL Edw. P. Morgan	Amos 'n' Andy Music Hall	Co-op Fulton Lewis, Jr.	Alex Drier Man on the Go Co-op
	Co-op Quincy Howe	Sinderella (194) Bing Crosby	Dinner Date	No Network Service
	Mysteries	Am. Oil Ed. R. Murrow (82)	Gabriel Heatter	Miles Labs. & (5) News of World 168
	ABC Late News	Jack Carson Show S	What's Your Opinion	One Man's Family ***
	American Music Hall	Lipton & Toni (alt. wks.) Godfrey Talent Scouts (180) R	True Detective Mysteries (Participating)	Gen. Motors Henry J. Taylor
	ABC Late News	Chev. News (199)	News	Bell Telephone Telephone Hour (185) R
	Firestone Voice of Firestone	My Son Joop	Bob & Ray	
	American Music Hall	Yours Truly Johnny Dollar	Danger with Granger	Berkshire Festival Boston Symphony Orchestra
	ABC News	Capitol Cloakroom	Behind the Iron Curtain	
	Best Bands of the Land	Eric Sevareid $	Reporters' Roundup	Contrasts In Music (Eastman School Orchestra)
	News	Dance Orchestra	Studio X Music	Election Trends Chet Huntley Nat. Part.
	Vandercook, CIO			
	Imagination Milton Cross			World of Music
	News			Operation Entertainment
	Imagination Milton Cross			
	ABC Late News	CBS News	Virgil Pinkley	No Network Service
	Imagination	Dance Orchestra	Studio X Music	News of the World
	Late News			

TUESDAY

	ABC	CBS	MBS	NBC
	Not in Service	Allan Jackson	Bob & Ray	No Network Service
	ABC—News Mel Allen All State	No Service		
	No Service	Dolco Batteries Lowell Thomas (199)	Les Paul Sports Kraft News	Sun Oil & Co-op 3-Star Extra (34)
	CIO-AFofL Edw. P. Morgan	Amos 'n' Andy Music Hall (198)	Fulton Lewis Jr.	Alex Drier Man on the Go Co-op
	Co-op Quincy Howe	Bing Crosby	Dinner Date	No Network Service
	Mysteries	Ed. R. Murrow Co-op	Gabriel Heatter	Miles Labs. & (5) News of World *****
	ABC Late News	Eddie Arnold $	Coca-Cola Co. The Eddie Fisher Show (245)	One Man's Family ***
	American Music Hall	R. J. Reynolds Camel Rock 'n' Roll Dance Party (112)	Treasury Agent (Participating)	X Minus One (Networks-Local Participations)
	News $	Chev. News (199)	News	B&W News
	American Music Hall	My Son Joop	Bob & Ray	Biography In Sound
	News	Yours Truly Johnny Dollar	Dateline Defense	
	ABC News	Campaign '56	The Army Hour	Ted Heath & His Music
	Best Bands of the Land	UN Report		
	News	Eric Sevareid $	Studio X Music	News-Frederick Chet Huntley Nat. Part.
	Vandercook, CIO	Dance Orchestra		
	Imagination Milton Cross			World of Music
	News			Nightlife with Nordine
	Imagination Milton Cross			
	ABC Late News	CBS News	Virgil Pinkley	No Network Service
	Imagination	Dance Orchestra	Studio X Music	News of the World Morgan Beatty
	Late News			

WEDN

	ABC	CBS
	No Service	Allan Jackson
	ABC—News Mel Allen All State	No Service
	No Service	Dolco Batteries Lowell Thomas (199)
	CIO-AFofL Edw. P. Morgan	Carter Amos 'n' Andy Music Hall (198)
	Co-op Quincy Howe	
	Mysteries	Bing Crosby
	ABC Late News	Am. Oil Ed. R. Murrow (82)
	American Music Hall	Eddie Arnold $
	News $	
	American Music Hall	Westinghouse Pick a Winner (195)
	News	Chev. News (19
	American Music Hall	My Son Joop
	News $	Yours Truly Johnny Dollar
	Best Bands of the Land	Washington the World
	News	Eric Sevareid
	Vandercook, CIO	
	Pabst Fights	Dance Orchestra
	ABC Late News	CBS News
	Imagination	Dance Orchestra
	Late News	

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	ABC News	News $	Dr. Wyatt Wings of Healing (306)	World News Round-Up Co-op
9:15	Great Moments Great Composers	Music Room		Art of Living
9:30	Prophecy, Inc. Voice of Prophecy (99)	Church of the Air	Christian Ref. Church Back to God (288)	Voice of Prophecy (Split) ** Evangelical Assoc. "Bible Study Hour"
9:45	Texaco News	Chev. News (178)		
10:00	Message of Israel $	E. Power Biggs $	Radio Bible Class (291)	National Radio Pulpit
10:15	Texaco News			
10:30	Negro College Choirs $	Invitation to Learning $	Voice of Prophecy (307)	Voice of Prophecy (Split) ** * "Monitor"
10:45	Sunday Melodies	News	Dawn Bible Frank & Ernest (302)	
11:00	Marines in Review	Washington Week World Affairs	First Church How Christian Science Heals	Monitor * 10:30 p.m. Sun. Thru 12 Mid. Sun. (except as noted)
11:15	Texaco News			
11:30	The Christian In Action $	Salt Lake City Tabernacle $	Northwestern U Review $	
11:45		Chev. News (178)		
12:00 N	No Net Service	Paul Neighbors Orchestra	As I See It Frank Kirkpatrick	
12:15 PM		Freddie Martin Orchestra $		
12:30	Moods in Melody		Bill Cunningham Co-op	The Eternal Light
12:45		Weather (184)	First Church How Christian Science Heals	
1:00	Churches of Christ Herald of Truth (188)	F. W. Woolworth 1-2 p m Woolworth Hour (198)	Kraft News Front Page Exclusive	Monitor *
1:15			Airmen of Note	

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	Breakfast Club (Participating)	Co-op News	Co-op Robt. Harleigh	No Network Service
9:15		No Service	Easy Does It	
9:30	My True Story	Arthur Godfrey (Participating)	Cecil Brown	NBC Bandstand (Network-Local Participations)
9:45			Footnotes To Medical History	
10:00	When A Girl Marries		Guest Time	
10:15	Whispering Streets		Kraft News	
10:30	Grand Central Station		Johnny Olson Show	
10:45	Jack Paar Show		Kraft News	
11:00	ABC Late News	Make Up Your Mind $	Story Time	
11:15	Your Happy Holiday	Wrigley Howard Miller (144)		
11:30	Valentine	Phillips Packing P&G, Gen Foods W. Warren (144)	Queen for a Day Participating	
11:45	Luncheon at Astor	C-P Backstage Wife	Kraft News	
12:00 N	No Network Service	Toni, Exlax Perkins (186) Helen Trent	On the Boardwalk	
12:15 PM		Our Gal Sunday Corn Prod. (82)	Constance Bennett Show	
12:30		Corn Prod. (76) Bristol-Myers Road of Life Perkins (283)	No Service	
12:45	Co-op Paul Harvey	Lever MWF Aunt Jenny (198)	Co-op Cedric Foster	No Network Service
1:00	Co-op Ted Malone		Allen Ladd's Modern Moods	

SATURDAY

	ABC	CBS	MBS	NBC
1:30 PM	Co-op No School Today	Co-op News	No Network Service	Monitor * 8 a.m. Sat. Through 12 Mid. Sat. (except as noted)
1:45		Farm News		
2:00		St. Louis Melodies		
2:15		Garden Gate		
2:30		Chv. Jackson 192		
2:45		Galen Drake		
3:00	All-League Club House	D-Con (20)	Kraft News	
3:15		Galen Drake *	Conference Call	
3:30	Texaco News	News	I've Been Reading	
3:45	Chautauqua Student Symphony	Robt. Q. Lewis	Kraft News	
4:00		Rosemon (198)	I Ask You	
4:15	Platter-brains	Slenderella		
4:30		Bartlett	Musical Wheel of Chance	
4:45	Texaco News	Minor (197)		
5:00	World Tourist	Chev., Jkson. (183)	Kraft News	
5:15	Andy Reynolds Ranch Boys $	Romance $	Magic of Music	Allis-Chalmers National Farm & Home Hour (Split with "Monitor"*
5:30	American Farmer $	Liggett & Myers Gunsmoke (199)	American Living	Monitor *
5:45 PM	Texaco News	Asphalt (192) Weather on Hwys Chev., Jkson. (185)		Allis-Chalmers Home Hour (Central Sta's) (Split) with "Monitor"*
	Navy Hour $	City Hospital	For Teens Only	

DAYTI

	ABC
1:30 PM	Texaco Ho
1:45	Pilgrimage
2:00	
2:15	Healing W Inc.
2:30	Dr. Oral Rob
2:45	Dr. Wyat Wings of Hea
3:00	Texaco Ho
3:15	Sammy Kay Sunday Serenade
3:30	
3:45	Dr. Billy Gra Hour of Dec (229)
4:00	
4:15	
4:30	Gospel Beat Old-Fashion Revival Hr.
4:45	
5:00	
5:15	Disaster
5:30	Texaco, Wonde Speak'g of Sp
5:45 PM	TBA

TUESDAY

MBS	NBC
Bob & Ray	No Network Service
Here's Hollywood	Sun Oil & Co-op 3-Star Extra (34)
Sports	Alex Drier Man on the Go Co-op
Kraft News	No Network Service
Fulton Lewis Jr.	Miles Labs. & (S) News of World (168)
Dinner Date	One Man's Family ***
Gabriel Heatter	Network Participations "Truth or Consequences"
What's Your Opinion	Recollections at 30
Gangbusters (Participating)	B&W News
Crime Files of Flamond	DeSoto Plymouth Dealers, (191)
Corn Products Press Conference	Sound Flight '56
Family Theatre	Election Trends
Studio X Music	Chet Huntley Net. Part.
	This Is Moscow
	Salute
Virgil Pinkley	No Network Service
Studio X Music	News of the World Morgan Beatty

THURSDAY

ABC	CBS	MBS	NBC
Not in Service	Allan Jackson	Bob & Ray	No Network Service
ABC—News	No Service		
All State Mel Allen		Les Paul	Sun Oil & Co-op 3-Star Extra (34)
No Service	Dolco Batteries Lowell Thomas (199)	Sports	Alex Drier Man on the Go Co-op
CIO-AFofL Edw. P. Morgan	Carter Amos 'n' Andy Music Hall (198)	Kraft News	No Network Service
Co-op Quincy Howe	Bing Crosby	Fulton Lewis Jr.	Miles Labs. & (S) News of World (168)
Mysteries	Co-op Ed. R. Murrow	Dinner Date	One Man's Family ***
ABC Late News	Eddie Arnold S	Gabriel Heatter	B&W & Reslemon Puritan Network Participations People Are Funny
American Music Hall	21st Precinct S	Coca-Cola Co. Eddie Fisher Show	Conversation
News S	Chev. News (199)	Official Detective (Participating)	News-Don Parde
American Music Hall	My Son Jeep	News	Can Freedom Win
News S	Yours Truly Johnny Dollar	Bob & Ray	Stars In Action (Nat'l Guard)
Best Bands of the Land	Leading Question	UN Radio Review	News-Frederick
News	Eric Sevareid S	Co-op State of the Nation	Chet Huntley Net. Part.
Vandercook, CIO	Dance Orchestra	Studio X Music	Carling Cons. Club
Imagination Milton Cross	CBS News	Virgil Pinkley	Jane Pickens Show
ABC News	Dance Orchestra	Studio X Music	No Network Service
Imagination Milton Cross			News of the World Morgan Beatty
ABC Late News			
Imagination			
Late News			

FRIDAY

ABC	CBS	MBS	NBC
Not in Service	Allan Jackson	Bob & Ray	No Network Service
ABC—News	U.N. on the Record S		Richard Harkness Co-op
All State Mel Allen		Hero's Hollywood	No network Service
No Service	Dolco Batteries Lowell Thomas (199)	Sports	Sun Oil Co-op 3-Star Extra (34)
CIO-AFofL Edw. P. Morgan	Amos 'n' Andy Music Hall (198)	Kraft Five Star	Alex Drier Man on the Go Co-op
Co-op Quincy Howe	Bing Crosby	Fulton Lewis Jr.	No Network Service
Mysteries	Am. Oil Ed. R. Murrow (82)	Dinner Date	Miles Labs & (S) News of World (168)
ABC Late News	Eddie Arnold S	Gabriel Heatter	One Man's Family ***
American Music Hall	CBS-Radio Workshop	What's Your Opinion	National Radio Fan Club
News S	City Editor	Counterspy (Participating)	
American Music Hall	Chev. News (199)	News	NBC Job Clinic
News S	My Son Jeep	Bob & Ray	National Radio Fan Club
Best Bands of the Land	Yours Truly Johnny Dollar	UN Radio Review	Inside Story with Victor Riesel
News	So They Say	True or False	Gillette Boxing
Vandercook, CIO	Eric Sevareid S	Studio X Music	Sports Digest
Imagination Milton Cross	Dance Orchestra	Virgil Pinkley	Sports Highlights
ABC Late News	CBS News	Studio X Music	No Network Service
Imagination	Dance Orchestra		News of the World Morgan Beatty
Late News			

SATURDAY

ABC	CBS	MBS	NBC
Texaco News	News	John T. Flynn	Monitor *
Pan American Union	New Orleans Jazz Band	World Traveler	
Sports Kaleidoscope	Saturday at the Chase	Report from Washington	
Thoughts in Passing	News	Dinner Date	
Texaco News	Juke Box Jury	Kraft News	
At Ease		Pop The Question	
Mystery Time		Hawaii Calls	
Speak'g of Sports	Weather (189)		
Texaco News	Chev. News (197)		
Vincent Lopez Show	Treasury of Music		
It's Your Business	Upbeat Saturday Night	Bandstand USA	
As We See It	News		
Texaco News	Saturday Night Country Style		R. J. Reynolds & Co-op Grand Ole Opry (82)
National Juke Box			
Speak'g of Sports			
Best Bands in the Land	News S		
Texaco News	Dance Band		
Lawrence Welk Army Show		Rendezvous Valley Dance Barn	
Speak'g of Sports	Basin Street Jazz		Monitor *
Rhythm on Parade			
Imagination	News		
Late News	Dance Orchestra	Dance Time	

SUNDAY TIME

SUNDAY

CBS	MBS	NBC
Woolworth Hour (200)	Lutheran Hour (479)	Lutheran's Layman's League "The Lutheran Hour"
News	London Studio Concerts	Monitor *
World Music Festival	Band Concert	The Catholic Hour
Music on a Sunday Afternoon	Bands For Bonds	
News (S)		
Asphalt (200) Weather on Hwys		
R. Trout (193) Chevrolet News	Kraft News	
Indictment	Lombardoland USA	
Fort Laramie	Bands For Bonds	
Weather (184)		

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
Closed Circuit	Carter (186) C-P, Sleep-Eze Dr. Malone	Luncheon with Lopez	No Network Service
	Guiding Light	Kraft News	
No Network Service	P&G news (144)	Jazz Roost	
	P&G News (203)		
	C-P 2nd Mrs. Burton		
The Martin Block Show	Toni, Sleep-Eze Perkins & Nora Drake (196)	Mutual Matinee	
	Pat Buttram Show (190) Wm. Wrigley		
	Houseparty† (183) R	(MTuWF) Bands For Bonds	"Five Star Playhouse"
	Corn Prod. Sunshine Sue (82)	(Th) Bands For Bonds	"Hilltop House"
	American Bird Record Pet of the Day	Dick & Diane	"Pepper Young' Family"
Treasury Bandstand	Corn Prod. (40) Art Smith	Mutual Reports	Miles Labs "Woman In My House"
	No Service	Mutual Matinee with Dick Willard	M. M. McBride
		M—US M I Band T—US Marine B. W—The Red. Rm Th—Musical Cva F—Salute to the Nation	Fred Waring Song Feast (Network-Local Participations)
No Network Service	News		Cafe Lounge
	No Service	Bob & Ray	"It's New!"
			"B'ness World"
			"Sport-O-Rama"
Wall St. Final (Harris, Upham)		T&T Paul & Ford MWF Hore's Hw.	"Observations" (Dr. Gallup)

SATURDAY

ABC	CBS	MBS	NBC
Speak'g of Sports	Man Around The House (S)	For Teens Only	Monitor *
Shake the Maracas	Adventure in Science	Kraft News	
Texaco News	News S	Fifth Army Band	
Festival	String Serenade		
Speak'g of Sports	Dance Orchestra	Lucky Pierre	
Festival	News S		
Texaco News	Charlie Applewhite	Country Jamboree	
Festival	Dance Orchestra		
Speak'g of Sports	News S	Sports Parade	
Festival	Dance Orchestra		
Texaco News	News S	Co-op Stand-By Sports	
Festival	Dance Orchestra		
Texaco News	News S		
Dinner at the Green Room	Dance Orchestra		
	Dance Orchestra		
		Kraft News	

August 27, 1956

Explanation: Listings in order; Sponsor, name of program, number of stations; R repeat; S sustaining; TBA to be announced. Time EDT.

ABC—

7:55-8 p.m., Les Griffith & The News. (332).

Weekend news sponsored by Texas Co. in each of four time zones, 13 times on Sat., 11 times on Sun.

It's Time. 5 min., unsponsored, 10 times on Sat., 8 times on Sun., U. S. Rubber.

CBS—

8:55-9 a.m. Sun. Gen. Fds.—Galen Drake (111)

11:30-11:35 a.m. Sun. Lou Cioffi—News (8)

† Houseparty.

3-3:15 p.m. MWF Lever—Th. Sunsweet. Tues. Campana.

3:15-3:30 p.m., Tu.Th., Pharma-Craft; Wed., Simoniz, Swift; Fri., Bartlett.

Sat.—News 10:00 to 10:05 a.m.; 10:55-11.00 a.m.; 12 Noon-12:05 p.m. 126 Sta.

Doug Edwards—Pall Mall Wed. Th. Fri. 8:25-30 p.m.

Amos 'n' Andy Music Hall

Brown & Williamson, M. F. S., Ted Bates

NBC—

* Monitor—Network & Local Participations—Warner-Lambert, Quaker State, RCA, Barbasol, American Oil, Hazel Bishop, Bell Telephone, Miles Labs., 20th Century Fox, Sawyer's, Mack Trucks.

** 'Bible Study Hour', 'Voice of Prophecy', and 'Hour of Decision'—are broadcast at 8:30-9 a.m., 9:30-10 a.m. & 10:00-10:30 p.m.—respectively in each area of the country in terms of local time.

One Man's Family—Net & Local Participation, Viceroy & RealLemon-Puritan.

MBS—

Queen For A Day—Seeman Brothers (M-F)

Series B—8:30-9:00 p.m.; Brown & Williamson (M-F); Curtiss Candy Co. (M); Mypone (M-F); Alsum (M-F).

PLAYBACK

Quotes worth repeating

THE BRITISH WAY

John Metcalf, in his chapter on "Advertising on Television" in forthcoming book Television in the Making *(in Great Britain), edited by Paul Rotha, published by Hastings House, New York:*

TELEVISION's effectiveness as a selling medium has already been demonstrated beyond need of further proof in the United States. But, while it has sold and is selling goods there most successfully, it has by no means always been so successful in keeping public goodwill. There has been, indeed, continuing public resentment over the banality and crudity of approach of many commercials. Moreover, the padding of programme time with old westerns and third-rate wrestling bouts has done little to improve the temper of American audiences towards the commercial's ultimate pay-off.

Here, in the United Kingdom, we are of course operating differently. First, we have no sponsored programmes. . . . Whatever the rights and wrongs of this much-debated arrangement, it means considerably more talent is being brought to bear on the commercial than was, initially at any rate, in America. . . .

Secondly, British advertising has been able to learn a good deal from the mistakes made by American pioneers. There is a clear and universal realization that advertisers have a responsibility to the public over and above their responsibility to their shareholders to sell more goods. The typical British commercial has been designed to appeal to British taste in a decent and (as often as possible) an entertaining way. It incorporates what advertisers judge to be the better points of the American commercial, while doing its best to avoid the brashness and bounce that have caused so much irritation.

Thirdly, television advertising here has started against a background of considerable minority opposition and is competing with the BBC, whose programmes carry no commercials. There is, therefore, all the more need for the advertiser to make sure that he avoids giving offence. He has been, particularly in these early days of the medium, inclined to underplay his hand as far as hard selling is concerned, even though this means losing something of his impact, rather than overplay his hand and offend potential customers. He is doing his best —possibly too much—to pack his commercial with entertainment value, to make himself and his product liked, rather than relying on a simple and direct selling approach.

BIGGER THAN EVER

Daniel W. Kops, executive vice president of WAVZ New Haven, Conn., speaking on "The Challenge to Radio" before the Atlantic Broadcasters Assn. at Digby, Nova Scotia, Canada.

I FEEL strongly that the basic challenge to radio is the decision which each of us, as broadcasters, must make on our present and future. Radio potential, as one of the greatest media for service to the public and for advertising, is bigger today than ever before in our history. The sum total of our individual decisions will determine whether we are to maintain that potential and keep it a major medium. If we do not, it will be by our own default, not because of the tactics of any other media. And the fact is, there are all too many broadcasters prepared to play a secondary role rather than the rightful one that is ours.

AS OTHERS SEE US

Bert C. Button, station manager of 2GB Sydney, Australia, writing in that country's Broadcasting and Television *magazine on his return from a tour of the U. S.:*

TOO many people, particularly agency executives, have come back from overseas trips talking nothing else but tv. They didn't comment on the fact that there is a swing back to radio in America, in fact that 1956 will be a record revenue year for U. S. radio.

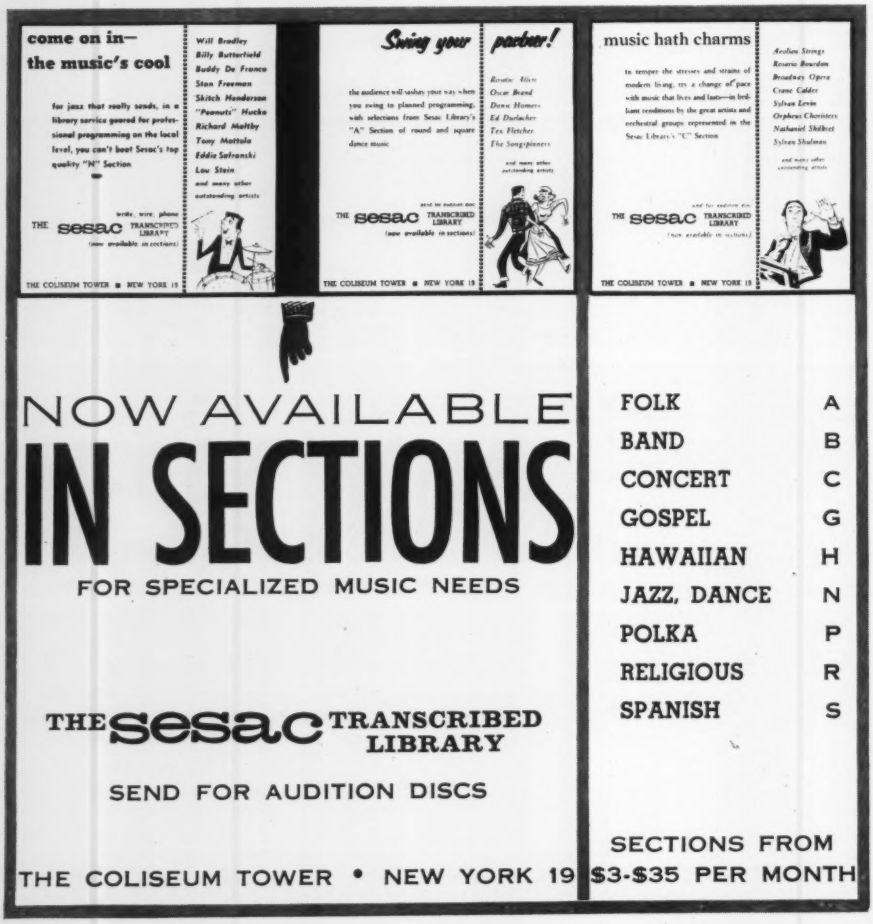
No station should panic or think of restricting its operations or reducing staff. What will be wanted is initiative, enterprise and showmanship.

Radio and tv will undoubtedly have to work side by side in advertising campaigns, but radio can still show the advertiser it gives him the frequency he wants, the fluidity he wants at the cheapest cost per impact basis.

INCONSISTENT CONSUMER

Grey Adv., in the August edition of its monthly publication, "Grey Matter":

GOOD advertising should not depend on "brand loyalty." Good advertising must keep up with the times, reflect public attitudes and wants. Let's stop thinking of "loyalty." It smacks too much of "unshakable devotion." When we talk about loyalty we endow the consumer with a consistency he doesn't possess. Let's realize the transitory nature of the consumer's allegiance.



NOW AVAILABLE

IN SECTIONS

FOR SPECIALIZED MUSIC NEEDS

FOLK	A
BAND	B
CONCERT	C
GOSPEL	G
HAWAIIAN	H
JAZZ, DANCE	N
POLKA	P
RELIGIOUS	R
SPANISH	S

THE sesac TRANSCRIBED LIBRARY

SEND FOR AUDITION DISCS

SECTIONS FROM $3-$35 PER MONTH

THE COLISEUM TOWER • NEW YORK 19

ALLOCATION REQUESTS STILL COMING IN

Numerous filings already on hand at FCC increase. New proposals include channel shifts in Greenfield-Lowell, Mass., and Corpus Christi and Laredo, Tex.

COMMENTS, counter-comments, new requests and appeals from already finalized allocations changes continued to flow into the FCC last week, as has been the case since the announcement of the Commission's June 26 Report & Order on tv allocations [B•T, July 2, *et seq.*].

In filings last week the FCC was asked to reconsider its rule-making decisions in the following areas:

Fort Wayne-Huntington, Ind.—Sarkes Tarzian Inc. (WTTV [TV] Bloomington, Ind.) requests that FCC action shifting ch. 21 from Huntington to Fort Wayne be modified to specify ch. 21 as Fort Wayne-Huntington. Sarkes Tarzian has applications pending with FCC for new tv's at Roanoke, Ind. (ch. 21), and Bowling Green, Ky. (ch. 13).

Des Moines, Iowa—KIOA Des Moines (am outlet) and now dark ch. 17 KGTV (TV) there ask reconsideration of FCC action denying a proposal (filed by KGTV) to shift Des Moines educational reservation from ch. 11 to uhf.

College Station, Tex.—Texas Agricultural & Mechanical College, College Station, and Joint Council on Educational Tv request reconsideration of FCC action which changed College Station educational reservation from ch. 3 to 48.

The following comments were received on FCC rule-making proposals concerned with the respective areas:

Fresno, Calif.—Board of Supervisors, County of Fresno, opposes removal of ch. 12 from Fresno. The FCC has called for comments on a proposal to make Fresno all uhf by moving ch. 12 to Santa Barbara, adding ch. 30 from Madera, Calif., and moving ch. 59 into Madera. This would give Fresno chs. *18, 24, 30, 47 and 53. KFRE-TV operates on ch. 12 there.

Peoria, Ill.—City of Pekin, Ill., asked FCC not to adopt any rule-making which would remove ch. 8 from Peoria.

Missoula and Kalispell, Mont., Sandpoint, Idaho—KGVO-TV Missoula (ch. 13) opposes proposal to add ch. 8 to Missoula, requests instead shifting Missoula educational reservation from ch. 11 to 21, making ch. 11 available for commercial use. KBTK Missoula (am station), which advanced the original proposal, supports FCC's proposed rule-making to add ch. 8 to Missoula, substitute ch. 23 for 9 at Sandpoint and substitute ch. 9 for 8 at Kalispell.

Fort Wayne-Angola, Ind.—Sarkes Tarzian Inc., files opposition to and WINT (TV) Waterloo, Ind. (ch. 15), reports in favor of proposal to assign ch. 15 to Fort Wayne, substituting ch. 77 for ch. 15 at Angola, Ind.

Elk City-Woodward, Okla.—Video Independent Theatres Inc. supports proposed rule-making which would add ch. 8 to Elk City, delete same from Woodward and add ch. 35 to latter city. Video Independent Theatres is licensee of KVIT (TV) Sante Fe, N. M., KSPS-TV Hot Springs, Ark., owns 12.5% of KWTV (TV) Oklahoma City, and is applicant for ch. 13 at Sioux Falls, S. D.

Coos Bay and Prineville, Ore., Yreka, Calif.—KOOS Inc. and Pacific Tv Inc., both support proposal to add ch. 11 to Coos Bay, substituting ch. 19 for 11 at Yreka; both oppose other rule-making proposal to allocate ch. 11 to Prineville. KOOS Inc. and Pacific Tv are former competing applicants for Coos Bay ch. 16. KOOS Inc. received initial decision when Pacific Tv withdrew to await rule-making on its request to assign ch. 11 to Coos Bay.

Nacogdoches and Tyler, Tex., Lake Charles, La.—Lee Scarborough (KELS [FM] Nacogdoches) supports proposal to allocate ch. 19 to Nacogdoches. Louisiana Educational Tv Commission opposes proposal in that it would involve changing Lake Charles educational reservation from ch. 19 to 66. Suggested rulemaking also entails substituting ch. 61 for ch. 19 at Tyler.

Also received were comments on the following proposals, which because of conflict were made part of the same proceeding:

Shinglehouse and Meadville, Pa., Clymer, N. Y.—WGR-TV Buffalo, N. Y. (ch. 2), supports proposal to assign ch. 37 to Clymer and either ch. 26 or 30 to Shinglehouse.

Williamsport, Pa.—WLYC Williamsport favors proposal to assign ch. 26 to that city.

Lancaster, York, Pa.—WSBA-TV York (ch. 43) supports proposed rulemaking which would switch ch. 43 at York for ch. 21 at Lancaster. WNOW-TV York (ch. 49) asks adoption of its proposal to switch ch. 21 from Lancaster to York and ch. 49 from York to Lancaster.

New requests for allocations changes:

Greenfield-Lowell, Mass.—Move ch. 32 from

NOW 1/5 of U. S. Negro POPULATION
1/3 of U. S. Negro DOLLARS!

3 MILLION NEGROES WITH REAL MONEY
are in
NEW YORK.....WNJR Newark N. J.
CHICAGO.....WBEE Harvey Ill.
NORFOLK.....WRAP Norfolk Va.

NOW You Can Reach Them for as Little as 1¢ per thousand...
through the Rollins "Single Track" Plan

The Only All-Negro Station in the World's Biggest Negro Market
The Only All-Negro Station in the Enormous, Rich Chicago Area
The Only All-Negro Station in the prosperous Tidewater Area

ROLLINS BROADCASTING INC. Nat'l Sales Mgr.: Graeme Zimmer
New York: 565 Fifth Ave., EL 5-1515 Chicago: 6205 S. Cottage Grove Ave., NO 7-4124

Lowell and substitute it for present ch. 58 in Greenfield. Assign ch. 78 to Lowell. Submitted by ch. 58 WRLP (TV) Greenfield.

Corpus Christi and Laredo, Tex., Nuevo Laredo, Mexico—Ch. 22 KVDO-TV Corpus Christi requests assignment of ch. 3 to Corpus Christi, deletion of ch. 13 from Laredo and reassignment of that channel to Nuevo Laredo. KVDO-TV proposal would have Mexican city relinquish ch. 3 for reassignment to Corpus Christi.

Lancaster, Sioux Falls Video Permits Sought

APPLICATIONS seeking construction permits for new television stations were filed with the FCC last week by Video Independent Theatres Inc. for Sioux Fall, S. D., ch. 13, and by WLAN-AM-FM Lancaster, Pa., for Lancaster ch. 21.

Video Independent Theatres plans to use 552 watts, with an antenna height of 470 ft. above average terrain. Construction cost was estimated at $41,000 and first year operating cost at $100,000. Video is licensee of KVIT (TV) Santa Fe, N. M., KSPS-TV Hot Springs, Ark., and owns 12.5% of KWTV (TV) Oklahoma City, Okla. Principal owners are Henry S. Griffing (50%), C. F. Motley (12%), C. O. Fulgham (12%) and C. R. Guthrie (12%).

Peoples Broadcasting Co., licensee of WLAN-AM-FM, asked the Commission for 16.97 kw power and an antenna 360 ft. above average terrain. The company plans to spend $75,275 for construction and $80,000 for first year operation. Peoples is owned by F. H. Altdoerffer and family.

Communications Act Author Approves Colo. Gov.'s Action

ACTION of Colorado Gov. Edwin C. Johnson in ordering continued operation of an unlicensed tv booster in that state [B•T, Aug. 13] has received the support of former Sen. Clarence C. Dill, who, in a letter to the governor, called the action ". . . in accordance with the intent of Congress when it passed the FCC law in 1927 [creating former Federal Radio Commission] and revised it in 1934 [present Communications Act]." Sen. Dill, who served as Democratic senator from Washington from 1923 to 1935, is author of the Communications Act and co-authored the Act of 1927.

Sen. Dill said that the newly authorized translator stations are "too costly" for little communities. "The people in these small communities, often far removed from large cities where entertainment is available, need television most of all," the senator wrote. He stated that the FCC could never ". . . defend successfully its refusal to permit these peanut booster stations which emit not to exceed one watt of power and can't possibly cause any interference." Sen. Dill reaffirmed his contention that legislation should be passed allowing booster operations to register with the FCC and operate without a license as long as their equipment does not cause interference.

Meanwhile, the Pateros-Brewster Tv Assn. of Brewster, Wash., filed with the Commission an appeal from a hearing examiner's initial decision recommending that the association be ordered to cease rebroadcasting signals of Spokane tv stations [B•T, Aug. 6]. Pateros-Brewster contended that since there are no means for licensing boosters under present FCC rules, a charge of non-compliance with the rules cannot prevail. The booster operator claimed that no showing had been made, as it must, of interference to licensed radio stations or authorized services. The examiner's recommendation would in effect "impose a punishment before an offense has been committed," the association said.

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 8

Miami, Fla., ch. 10; Seattle, Wash., ch. 7; Jacksonville, Fla., ch. 12; Paducah, Ky., ch. 6; Indianapolis, Ind., ch. 13; St. Louis, Mo., ch. 11; Charlotte, N. C., ch. 9; Orlando, Fla., ch. 9.

AWAITING ORAL ARGUMENT: 7

Boston, Mass., ch. 5; McKeesport, Pa. (Pittsburgh), ch. 4; Buffalo, N. Y., ch. 7; Biloxi, Miss., ch. 13; San Francisco-Oakland, Calif., ch. 2; Pittsburgh, Pa., ch. 11; Coos Bay, Ore., ch. 16.

AWAITING INITIAL DECISION: 3

Hatfield, Ind., (Owensboro, Ky.), ch. 9; Toledo, Ohio, ch. 11; Onondaga-Parma, Mich., ch. 10.

IN HEARING: 4

Beaumont-Port Arthur, Tex., ch. 4; Cheboygan, Mich., ch. 4; Mayaguez, P. R., ch. 3; Pachuta, Miss., ch. 7.

Request for 15th Station In Denver Area Is Protested

PROPOSED addition of 15th radio facility in the Denver area last week drew a sharp protest from Mid-America Broadcasters, licensee of KOSI Aurora, Colo. In a letter to the FCC, Mid-America President David M. Segal asked the Commission to order a hearing on the application of Skyline Broadcasting Inc. for 1510 kc, 1 kw unlimited, in Littleton, Colo.

Mr. Segal said KOSI objected ". . . not as an economic threat . . . but an endeavor to take away the true purpose of broadcasting, which is to serve the public. We do not feel that 15 signals in a city the size of Denver can do a job as authorized." Littleton, Lakewood, Aurora and Englewood are all residential areas in the suburbs of Denver, Mr. Segal continued. "For a city with a greater population of about 750,000, a total of 15 am stations is "a rather ridiculous amount of broadcast facilities."

Tv Monopoly Hearings To Open on Sept. 12

HOUSE Antitrust Subcommittee has scheduled 10 days of hearings beginning Sept. 12 in New York in its investigation of alleged monopoly in television, a subcommittee spokesman said last week.

Kenneth Harkins, co-counsel, said the schedule calls for hearings these dates: Sept. 12-13, 17-21 and 24-26. He said no dates have been scheduled in October, the following month, although one spokesman has indicated the sessions are likely to run into that month.

No witness list has yet been announced, but Rep. Emanuel Celler (D-N. Y.), chairman, earlier said the presidents of the television networks will be called on to testify, plus representatives of tv talent, uhf stations, advertising agencies, tv advertisers and film producers. By dint of having received subcommittee questionnaires, NARTB also is expected to be represented among witnesses, as is the FCC, which already has testified two times before the House group during sessions in Washington before adjournment of the 84th Congress.

WKLO-TV Request Denied; WTVW (TV) Gets Go-Ahead

WTVW (TV) Evansville, Ind. (ch. 7), last Monday received FCC sanction to begin commercial operation the following day (Tuesday). In granting WTVW special temporary authority (STA) to go on the air, a board of two commissioners (T. A. M. Craven, acting chairman, and Richard A. Mack) denied a petition by ch. 21 WKLO-TV Louisville, Ky. (now dark), asking that a hearing be ordered on WTVW's request for STA [B•T, Aug. 20].

WKLO-TV charged that WTVW had engaged in construction "totally different" from that authorized by its construction permit. WKLO-TV also questioned WTVW's financial qualifications. The FCC found that WTVW's construction was "generally consistent" with its cp and that WKLO-TV had raised no substantial question regarding WTVW's financial ability to build the station under the STA.

United Press Facsimile Newspictures
and
United Press Movietone Newsfilm
Build Ratings

NARTB Granted More Time On Remote Control Proposal

NARTB Wednesday was granted 60 extra days, to Oct. 21, to file reply comments in the FCC case covering proposed extension of remote control privileges to directional am stations, those above 10 kc, fm and educational fm outlets. The request was made Aug. 20.

The International Brotherhood of Electrical Workers, which has challenged some of NARTB's technical evidence, opposed the extension or urged that at least it be limited to 20 days. The union asked that any NARTB filing be limited to a reply rather than include new material "which IBEW and other opponents of the petition would not be privileged to answer" under rule-making procedure.

Will you pay the tax on my new fur coat?

Strange request? Not so strange as it sounds. Almost every day you actually do pay taxes for other people. Whenever you pay your income tax, or buy anything that is federally taxed, you're paying taxes for customers of federal government electric systems.

Your taxes go to build the federal plants that *serve* these people. Then, because customers of federal power systems don't pay their share of taxes in their electric bills, you have to be taxed *more* to make up the difference.

This kind of tax inequality isn't fair to you or any other taxpayer—and it isn't necessary. The more than 400 independent electric companies are ready and willing to provide the additional electricity the nation needs without depending on tax money to build new power plants. *America's Independent Electric Light and Power Companies*.*

**Names on request from this magazine*

IN AND AROUND
COLUMBUS, GEORGIA
CHANNEL 4 CBS ABC
WRBL-TV
PREFERRED VIEWING*
11-COUNTY AREA - NOV. '55
402 of 404
METROPOLITAN FEB. '56
298 of 416
* COMPETITIVE QUARTER HOURS
WEEKLY - TELEPULSE
CALL HOLLINGBERY CO.

Is the Water Soft
In San Antonio?*

ASK YOUR COLONEL

*Superfluous sounding to some, but a very important question to the advertisers of soaps, shampoos, detergents, water conditioners and many other products.

The Colonel knows his water in 24 well known markets.

PGW TELEVISION SALES

FTC Consent Order Settles Revlon Case

REVLON Products Corp. (cosmetics), New York, a heavy radio-tv advertiser, has promised the Federal Trade Commission that it hereafter will grant proportionally equal advertising and promotion allowances and services to all its customers, the FTC said last week in announcing its approval of a consent order issued by FTC Hearing Examiner Robert L. Piper and agreed to by the cosmetics firm.

The agreement, for settlement purposes only, does not constitute an admission by Revlon that it has violated the law.

The FTC's complaint initiated Feb. 20 had charged that Revlon favored some customers over others in granting advertising-promotional and other considerations for sale of Revlon products.

The FTC complaint specified Revlon violations of the Robinson-Patman Amendment to the Clayton Act in the Washington, D. C., area, but the FTC charged the practices also had been carried on by Revlon in many other American cities, including Baltimore, Cleveland, Chicago and San Francisco.

Among 118 customers in the Washington area, the complaint charged, Revlon gave special services, allowances or other considerations to 26 while discriminating against the other 92. Allowances, the FTC charged, ranged from 3.3% to 22.5% of firms' net sales of Revlon products. In some instances the Revlon allowances were made not only on percentage of sales, but also varied from 69.4% to 100% of a customer's advertising costs for Revlon products, the Feb. 20 complaint said.

Because the consent order was reached, the FTC did not reveal the names of the customers that it had been prepared to prove received preferential allowances.

Consent Settlement Made In Cold Remedy Radio Ads

THE Federal Trade Commission Friday adopted an FTC hearing examiner's consent order prohibiting radio advertising claims that "K & K" cold medicine cures colds, prevents pneumonia and otherwise serves as an effective treatment for respiratory ailments. The consent settlement does not constitute an admission by the parties charged that they have violated the law.

Charged with false claims "mostly over radio stations" in a May 8 complaint by the FTC were Clemmie L. Carmichael, trading as Dex Pharmacal Co., and Irving Z. Harris and Pauline B. Harris, partners trading as Veltex Co., United Chemical Co. and T-Lax Products Co., all of Birmingham, Ala.

FTC Orders Insurance Firm To Eliminate Ad Deception

A FEDERAL Trade Commission hearing examiner last week ordered the North American Accident Insurance Co., Chicago, to eliminate deception from its advertising of accident and health insurance. The contested advertising practices were used on radio, newspapers, circulars and through other media.

The examiner's order is not final and may be appealed, stayed or docketed for review by the five-man FTC. The company is one of 41 accident-health insurance firms charged with misleading advertising by the FTC in an industry-wide campaign against "deceiving the public by stressing maximum benefits in advertising without adequately disclosing the small print restrictions contained in the policies." The initial decision was ordered by Examiner Frank Hier.

The FTC began investigation in the health-accident insurance fields in December 1953. Five companies have agreed to FTC cease and desist orders and FTC orders have been issued in two contested cases, the latter now under appeal in federal courts.

Emerson Transistor Claims Cited by Trade Commission

EMERSON Radio & Phonograph Corp., Jersey City, N. J., was cited Friday by the Federal Trade Commission for advertising that certain of its radios are "transistor" models when according to the FTC, they are not. The FTC also labeled as false Emerson's advertising claims that these transistor radios contain no vacuum tubes and are the smallest pocket radios made.

Emerson made the allegedly false claims in newspapers, magazines and other promotional media, the FTC complaint charged. Emerson has 30 days in which to answer. The FTC has scheduled an Oct. 31 hearing, to be held in New York City. Contacted by B•T, Emerson spokesmen said they will make no statement on the FTC allegations until they have studied the complaint.

False Advertising Charged

DRAKE Laboratories Inc., Detroit, last week was charged with false adverting of its Persulan (hair and scalp preparation) in a complaint issued by the Federal Trade Commission. The FTC claimed that Drake Labs, on radio and in newspapers and magazines, falsely advertised that Persulan would prevent baldness, overcome excessive hair loss and eliminate many of the ailments often associated with the scalp. The FTC ordered an Oct. 23 hearing on the complaint.

Broadcast Bureau Questions FCC Conditional Tv Grants

LEGALITY of the FCC's conditional tv grants in New Orleans, La., Hartford, Conn., and Peoria and Springfield, Ill., has been questioned by the FCC Broadcast Bureau. Referring to a petition by Loyola U. which asked removal of a construction ban on its ch. 4 New Orleans grant, the Broadcast Bureau said that the Loyola petition "raises a question which merits very serious consideration by the Commission."

The FCC, in making the grants—New Orleans ch. 4 (WWL-TV), Hartford ch. 3 (WTIC-TV), Peoria ch. 8 (WIRL-TV) and Springfield ch. 2 (WMAY-TV)—forbade construction of the stations pending disposition of deintermixture proceedings in those four cities. All these grants were made following the FCC's now famous June 26 Report & Order on tv allocations [B•T, July 2].

The Broadcast Bureau maintained that all tv permittees should be treated equally, whether they received their grants before or subsequent to the deintermixture proposals, pointing out that the "change is merely proposed . . . not an accomplished fact." The applicants (who received no-construction grants) were entitled to rely on the present tv allocation so that they could construct their stations subject to the risk of frequency reassignment by the FCC, the bureau stated. Pending rule-making proposals should not hold up final action on the grants, the bureau told the FCC.

Michigan Medical School Installs Color Tv System

IN what was reported to be the first installation of a compatible color tv system for medical instruction on the collegiate level, RCA Commercial Electronics Products Div., Camden, N. J., last week began to set up a color system at the U. of Michigan Medical School. Involving more than $180,000 worth of RCA equipment, the installation is scheduled to be completed by the spring semester.

The tv system will be located in the U. of Michigan hospital on the Ann Arbor campus for operation by both the medical school and the university's tv department and is being financed by a grant from the Herbert H. and Grace A. Dow Foundation.

It will consist of a live color camera for clinical demonstration use; a three-vidicon operating room color camera to be installed directly over the surgical table; a three-vidicon color film camera system to integrate film and slide projection; a single vidicon monochrome camera for x-ray closed circuit projection, and 10 RCA Victor 21-inch color tv receivers.

The U. of Michigan—among the first of the nation's schools to apply closed circuit tv to classroom techniques—has maintained an RCA closed circuit monochrome system with four studio cameras and kinescoping equipment.

Patrick Heads Educ. Drive

KENNETH G. PATRICK, manager of educational relations, General Electric Co., last week was named coordinator of the Advertising Council-sponsored "Aid-to-Education" campaign. The drive—designed to inform the public about the increased burden schools and colleges will have to bear as enrollment increases —will be conducted through N. W. Ayer & Son, the volunteer agency. Additional funds will come from the Council for Financial Aid to Education, a non-profit advisory organization dedicated to stimulating greater interest in education by the nation's business community.

WQED (TV) Campaign Set

WQED (TV) Pittsburgh, Pa., pioneer educational tv station, will seek $200,000 in operating funds in a campaign to be conducted in Allegheny County and the nine surrounding counties beginning Sept. 4. Edward J. Magee, management consultant, has been named general chairman of the campaign, which will continue through Oct. 1.

EDUCATION SHORTS

WKNO-TV Memphis, Tenn., educational station, announces its first live program for Sept. 3. Live schedule will increase in October.

Indiana U. Radio & Television Service, Bloomington, making available to stations of Indiana and neighboring states six recorded radio series making up 10th year's curriculum of "Indiana School of the Sky," supervised by Prof. George C. Johnson. Programs are planned for broadcast in conjunction with in-school listening.

WIBW-AM-TV Topeka, Kan., agricultural scholarship to Kansas State College awarded to James Allen Harrison of Topeka.

WQED (TV) Pittsburgh, education station, switching to high power on installation of new equipment purchased from RCA. Station will go from 25 kw to 130 kw effective radiated power.

Advertisement

From where I sit
by Joe Marsh

"Auto-Matic" Reaction

Sue, the waitress over at the local luncheonette, had a flat tire fixed the other day—simply because she tried to do it herself in public.

It all happened over by Davis Creek somewhere. Sue was driving all by herself when suddenly she heard the tire go ph-ttt. Nobody was around so she pushed up her sleeves and went to work. Minute later a truck driver was at her side, took the jack, changed the tire.

To top it off, when Sue offered to pay him he refused. "You know, I just hate to do a job like this when I'm asked," he said, "but when I get a chance to *volunteer*—I'm glad to help out."

From where I sit, this shows a lot about people. If they're allowed to make their own decisions instead of being high-pressured, things usually turn out better. And each of us has a right *to choose—how to work, how to vote, whether or not to enjoy a bottle of beer. When we forget this, we take a chance of stopping the tolerance for which America is famous.*

Joe Marsh

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FELLOWS HITS INFERENCE MEDIA FAILING RELIGION

NARTB president protests an advisory policy statement of the National Council of the Churches of Christ in a letter to its executive director.

RADIO and tv broadcasters have been charged by inference with failing to do their part in advancing the cause of religion, according to NARTB President Harold E. Fellows, commenting on an advisory policy statement by the National Council of the Churches of Christ in the U. S.

Mr. Fellows accused the council of an unfair and unwarranted "accusation by implication," terming it "a rather misguided manner in which to advance the overall cause of religion in our nation." He said he had received three letters from broadcasters who protested the council's statement and its activities before the FCC. The council included Congressional committees in its statement.

Writing to Rev. S. Franklin Mack, council executive director in New York, Mr. Fellows said broadcasters are under no federal mandate to donate time to churches. He said the relationship is between the church and the broadcast facility, contending radio and tv "have done more to advance the cause of religion than any other medium, or media." Most of the time has been donated, he said, adding "nearly all broadcasting facilities provide free time for religious purposes, and quite generously. I am of the opinion that collectively they meet the challenge of the basic responsibility to operate 'in the public interest, convenience and necessity' with great effectiveness and a keen and deep responsibility in the field of religion."

Mr. Fellows wrote that he had previously told Rev. Mack the policy statement and federal propaganda activities "would justifiedly meet its protest from responsible broadcasters in our nation who, by virtue of their convictions, have made great contributions to the cause of religion through the free use of their facilities and through the establishment of special service charges, so that the Word of God might have added dissemination throughout our land."

He concluded, "In behalf of the broadcasters of America, I plead with you, and with the other executives of your great organization, to advance the fine understanding and the relationship which I am sure fundamentally exists between the broadcasters and you, and to think seriously before embarking upon further activities which by implication belittle and discount broadcasting's own acceptance of its responsibilities in the religious field and the fine record which broadcasters have made in disseminating religion to this great nation."

IN enthusiastic discussion at the West Virginia Broadcasters meeting are (l to r) Tom Garten, assistant general manager of WSAZ-TV Huntington; Robert Boid, radio supervisor of Ashland Oil and Refining Co., Ashland, Ky.; Willis Munro, the oil company's advertising director, and Richard Nason, general manager, WAJR Morgantown. Their subject: the upcoming $200,000 advertising budget Ashland Oil plans this fall.

Free-Plug Advertising Hit By Arkansas Broadcasters

DONATION of brand-name mentions on national radio-tv broadcasts is developing an army of "free-plug artists and free-loaders who are parasites on the advertising industry and are making a farce out of legitimate sales efforts of networks, agencies and stations," in the opinion of Arkansas Broadcasters Assn.

"Great damage" is being done all media by such practices, ABA held Aug. 18 in a strongly worded resolution which was adopted unanimously. It cited "the wholesale practice" of giving brand name plugs in return for products or services other than those of the program sponsor. This actually deprives agencies, networks and stations of many potential sources of added revenue, ABA said, reducing the worth of the legitimate sponsor's message.

These practices, it was contended, violate the spirit of the NARTB and the Arkansas Assn. of Advertising Agencies codes of ethics. The advertising industry should take immediate steps to eliminate the free plugs, with agencies, networks and stations joining in a policing move to bring increased stature to radio and tv advertising, ABA said.

★ ★ ★

West Virginia Assn. Names Ray Kandell to Its Board

RAY KANDELL, manager of WKLC St. Albans, was named to the board of West Virginia Broadcasters Assn. at the Aug. 17-19 meeting held at The Greenbrier, White Sulphur Springs. He represents medium stations. Featured speaker at the meeting was FCC Chairman George C. McConnaughey [B•T, Aug. 20].

Problems of political broadcasting were discussed by Jack R. Blume, Washington communications attorney. James W. Blackburn, partner in Blackburn-Hamilton Co., brokers, spoke on the value of broadcast station properties. Reports were made by Jack Gelder, WCHS Charleston, chairman of the legislative committee, and Aud Archer, WCOM Parkersburg, for the sports committee. The sports report covered high school athletic events.

The committee in charge of the meeting included Paul A. Myers, WWVA Wheeling, chairman; Les Goliday, WETM Martinsburg, and Walter Patterson, WHAR Clarksburg.

'Newer Heights' for Radio Seen in Last Half of '56

RADIO BUSINESS is a sure bet to hit "newer heights" in the second half of 1956.

The optimistic view was presented Tuesday by Sherril Taylor, vice president and director of promotion for the Radio Advertising Bureau, before the Los Angeles Advertising Club.

Mr. Taylor said radio's upward swing carried local and national spot radio billings to record highs for the first half of the year.

Kear & Kennedy Sets Tests

KEAR & KENNEDY, Washington engineering firm, will conduct receiver tests for Community Broadcasters Assn. to determine interference ratios of present-day receivers. The firm had withdrawn last week from the CBA assignment after publication of an article [B•T, Aug. 20] inferring it would support CBA's contention that all Class IV stations can be increased to 1 kw without adjacent channel interference, but later reconsidered its action. The article correctly reported a statement supplied by Bywords, Washington firm handling CBA publicity. Kear & Kennedy explained it will conduct receiver tests, turning the results over to CBA for any action the association cares to take.

THE LB Wilson STATION WCKY CINCINNATI OHIO

In Cincinnati— Get All Four

Personalities
Ratings
Audience
Power

50,000 WATTS OF SALES POWER
BUY WCKY . . . INVESTIGATE TODAY

THE LB Wilson STATION WCKY CINCINNATI OHIO

NOTICE TO EDITORS—This advertisement currently appears in leading national magazines. For more than 30 years, Metropolitan Life has sponsored similar messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

Here's a good way to start a good day!

NUTRITION authorities say that both adults and children miss many healthful benefits if they fail to eat a good breakfast.

Without breakfast, mid-morning fatigue sometimes occurs . . . along with irritability and difficulty in concentrating on work or studies. So a good breakfast is the best way to begin the day.

What is a good breakfast? It should supply 25 to 33 percent of the vital nutrients needed for the day. It should include fruit in some form; bread made from whole-grain or enriched flour; cereal or eggs, meat or fish; and milk either to drink or use on cereal or in a cooked dish.

A breakfast planned around these foods, in addition to other things you like, provides "pickup power." You need this energy after having fasted some 12 hours from the meal the night before until breakfast the following morning.

Moreover, every item on a wholesome breakfast menu supplies important nutrients. Citrus fruit or fruit juice helps fill your need for vitamin C. Whole-grain or enriched bread and cereals yield energy, B vitamins, iron and other minerals. Milk is important for both its calcium and its proteins, and eggs and meat for their high-grade proteins, vitamins and minerals.

A breakfast that gives you these food elements may help you escape mid-morning fatigue . . . *and helps you to avoid overeating at lunch or dinner.* This is why overweight people need well-balanced breakfasts.

If you or members of your family seldom feel hungry for breakfast you might get into a good breakfast habit if you try some of the following suggestions:

1. Start the day at least 15 minutes earlier. This will allow more time for every member of the family to eat unhurriedly without risking tardiness at school or lateness at the office.

2. Try to take a bit of light exercise before breakfast, preferably in the fresh air.

3. Vary breakfast menus as much as possible. New flavors, new ways of cooking and serving can make breakfast a looked-forward-to meal.

If the leisurely, well-balanced breakfast habit is followed, every member of your family may be helped to feel better, think more clearly and work more effectively.

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Metropolitan Life Insurance Company

(A MUTUAL COMPANY)

1 MADISON AVENUE, NEW YORK 10, N. Y.

IRE Fall Symposium Agenda Announced

THE sixth annual Fall Symposium of the Institute of Radio Engineers, Professional Group on Broadcast Transmission Systems, will be held in the Mellon Institute Auditorium, Pittsburgh, Sept. 14-15.

Oscar Reed Jr., PGBTS chairman who is with the Washington consulting engineer firm of Jansky & Bailey, is head of the committee planning the meeting. He said that from 200-300 engineers are expected to attend, with headquarters in the Hotel Webster Hall.

Among the scheduled speakers are John T. Wilner, chief engineer of WBAL-TV Baltimore, who will discuss a method of preventing burn-in on image orthicon tubes; Ross Snyder of the Ampex Corp. will cover the latest in video tape recording development and techniques; Raymond L. Day of FCC will tell about the Commission's new mobile tv monitoring unit; W. L. Behrend, RCA Labs, Princeton, N. J., will speak on "An Investigation of the Reduction of the Visibility of Co-Channel Interference by the Use of Picture Carrier Frequency Control."

Moderators of the four individual sessions will be Lewis Winner, editor of *Television Engineering;* A. Earl Cullum, Dallas consulting engineer; Rodney D. Chipp, Allen B. DuMont Labs, and C. G. Nopper, chief engineer, WMAR-TV Baltimore. Dr. George H. Brown of RCA Labs will be toastmaster for the annual banquet Sept. 14.

Assisting Mr. Reed in planning the symposium are Dr. Brown, Raymond W. Rodgers and Theodore Kenney, both of KDKA-AM-TV Pittsburgh, and James W. Greenwood, WCAE Pittsburgh. Registration fee is $8 and should be mailed to Mr. Rodgers, 1 Gateway Center, Pittsburgh.

NARTB Names Host Directors For Eight Regional Meetings

HOST directors for the eight NARTB regional conferences have been announced by President Harold E. Fellows. Those directors will preside at luncheons and greet delegates at opening sessions of the two-day agendas built around discussion and workshop programs [B•T, Aug. 13].

The eight host directors are: Minneapolis, Sept. 17-18, F. E. Fitzsimonds, KFYR Bismarck, N. D.; Salt Lake City, Sept. 20-21, William C. Grove, KFBC Cheyenne, Wyo.; San Francisco, Sept. 24-25, William D. Pabst, KFRC San Francisco; Oklahoma City, Sept. 27-28, Robert L. Pratt, KGGF Coffeyville, Kan.; Washington, Oct. 11-12, George H. Clinton, WPAR Parkersburg, W. Va.; Boston, Oct. 15-16, Herbert L. Krueger, WTAG Worcester, Mass.; Indianapolis, Oct. 25-26, Owen F. Uridge, WCKR Miami, Fla.

23 New Subscribers Swell TvB's Membership to 221

ADDITION of 18 stations and five station representatives this summer has swelled Television Bureau of Advertising's total membership to 221, Norman E. (Pete) Cash, TvB's vice president, reported last week. The total is made up of 15 representatives, three networks and 203 tv stations.

Station additions during the summer included: KATV (TV) Pine Bluff, Ark.; WDBO-TV Orlando, Fla.; WEAR-TV Pensacola; WRDW Augusta, Ga.; WRBL-TV Columbus, Ga.; KWWL-TV Waterloo, Iowa; KOAM-TV Pittsburg, Kan.; WGAN-TV Portland, Me.; WBAL-TV Baltimore; KWK-TV St. Louis; WCDA (TV)-WCDB (TV) Albany, N. Y.; WLOS (TV) Asheville, N. C.; KVTX (TV) Muskogee, Okla.; KWTV (TV) Oklahoma City; KLOR (TV) Portland, Ore.; WREC-TV Memphis; WCAX-TV Burlington, Vt., and WISN-TV Milwaukee.

The five additional station representatives are Avery-Knodel Inc., John E. Pearson Television Inc., Weed Television Corp., CBS-TV Spot Sales and Young Television Corp.

NARTB's Fellows Announces Two Permanent Committees

TWO standing committees to serve during the 1956-57 fiscal year were announced Thursday by NARTB President Harold E. Fellows. They follow:

Broadcast Engineering Conference—J. G. Leitch, WCAU Philadelphia, Chairman; Raymond F. Guy, NBC; William B. Lodge, CBS-TV; Frank Marx, ABC; Ross Beville, WWDC Washington; Joseph B. Epperson, Scripps-Howard radio; John A. Shay, WTVJ (TV) Miami; J. A. Slusser, KOA-AM-TV Denver; Harry Tilley, WOR New York, and John T. Wilner, WBAL-AM-TV Baltimore.

Television Film—Harold P. See, KRON-TV San Francisco, chairman; Elizabeth Bain, WGN-TV Chicago; Joseph L. Floyd, KELO-TV Sioux Falls, S. D.; Gordon Gray, WOR-TV New York; Elaine Phillips, WSPD-TV Toledo; Kenneth Tredwell Jr., WBTV (TV) Charlotte, N. C., and Raymond Welpott, WRGB (TV) Schenectady, N. Y.

Lud Richards to Join RAB

C. L. (Lud) Richards, national account executive, WBZ-WBZA Boston and Springfield, Mass., has resigned to join the National Sales Staff of Radio Advertising Bureau in New York, effective Sept. 15. At RAB, Mr. Richards will be assigned to developing business from advertisers. He will take over certain advertising categories as yet not assigned. Mr. Richards joined WBZ four years ago as advertising and sales promotion manager and was promoted a year ago to national account executive in which capacity he has been coordinating the station's national sales.

MR. RICHARDS

Mass. UP Assn. Forms

ORGANIZATION committee of Massachusetts United Press Radio & Television Assn. will meet Sept. 6 in the Parker House, Boston. The committee, to plan its first membership meeting later in the fall, includes Richard Adams, WKOX Framingham; Walter Kearsey, WBRK Pittsfield; John J. Hurley, WNEB Worcester; Keith Field, WARA Attleboro; Sherwood J. Tarlow, WHIL Medford; Gordon Swan, WBZ-TV Boston; Alexander Milne, WHMP Northampton; Harvey Struthers, WEEI Boston and Paul Mills, WBZ Boston.

KREMER HEADS CBS SALES DEVELOPMENT

RAY H. KREMER, CBS Radio Spot Sales' account executive in Chicago, last week was promoted to manager of sales development, replacing Ole Morby, who has resigned. According to Gordon F. Hayes, CBS Radio Spot Sales general manager, Mr. Kremer will direct nationwide sales activities from New York. Other sales development offices are in Detroit and Chicago.

MR. KREMER

Mr. Kremer served for 10 years as radio-tv director for Lambert & Feasley, New York, later joined Rutledge & Lilienfield, Chicago, in the same capacity and became associated with CBS Radio Spot Sales in March of last year. He also had been with CBS Radio some years ago when he directed the *Grand Central Station* series for two years.

NBC Affiliates Session May Shift to Miami Beach

SITE of NBC's forthcoming convention for its affiliates, scheduled for December, appeared last week to be on the verge of change from Boca Raton, Fla., to Miami Beach.

Spokesmen said that although the change wasn't definitely set, NBC probably would take over the Americana Hotel, now under construction at Miami Beach, in order to get more space for the four-day meeting, which opens Dec. 13. The convention, celebrating the 30th anniversary of NBC, is for both radio and tv affiliates—and the number of tv affiliates has grown materially since the 1951 convention at Boca Raton.

WALTER WINCHELL looks over the new contract with Seaboard Drug Co. covering sponsorship of his 15-minute Sunday news-and-commentary feature on Mutual. Also present are (l to r) John B. Poor, MBS president; William Meyers, Seaboard treasurer, and Richard Hubbell, vice president in charge of media for Carlos Franco Assoc., Seaboard's advertising agency. The company will sponsor Mr. Winchell's program on MBS for a full year, starting Sept. 9.

PENNZOIL Co. executives (l to r, standing) Fred Williams, Lee Johnson and G. G. Brubaker visit newsman Bob Greene at Don Lee Hollywood studios just prior to Pennzoil's signing to sponsor *Bob Greene News* on the Don Lee, Intermountain and Arizona networks [B•T, Aug. 20].

Sullivan Abandons Efforts For Appearance of Bergman

A BRIEF announcement issued by CBS Tuesday said that Ed Sullivan had been unable to work out arrangements for the appearance of actress Ingrid Bergman on his program and was abandoning any further effort to secure her services. Mr. Sullivan earlier had invited viewers to let him know what they thought of having the actress on his CBS-TV show [B•T, Aug. 31].

Another Broadway columnist and tv star (on NBC), Walter Winchell, reportedly now was considering Miss Bergman's placement on his program.

Meanwhile, Mr. Sullivan last week entered the Grace-New Haven (Conn.) community hospital to be treated for what the hospital reported was "some congestion in the lower right lobe of his lung." His condition, however, was described as not serious. The CBS-TV star had spent nearly two weeks at Griffin Hospital, Derby, Conn., recuperating from injuries received in a two-car, head-on collision on Aug. 6 [B•T, Aug. 13].

The doctor-enforced rest caused cancellation of plans for a special telecast Wednesday of a program starring Mr. Sullivan on WKRC-TV Cincinnati. The show was to have originated from an amusement park in Cincinnati and was to have coincided with the proclaiming of "Ed Sullivan Day" by the mayors of more than 50 communities in Ohio, Indiana and Kentucky. Station officials planned to schedule the variety show at a later date.

Mr. Sullivan is expected to return to his Sunday tv show Sept. 16.

NBC Reports 'Allen' Sales

HALF of the 14 *Steve Allen Shows* slated to be aired on NBC-TV, Sundays, 8-9 p.m. EDT between Sept. 16 and the end of this year have been sold out, George H. Frey, vice president in charge of sales, NBC-TV, reported last week. New orders for the program included the Polaroid Corp., which through Doyle, Dane & Bernbach, New York, will sponsor one-third of five of the programs this fall, and Maybelline Co. through Gordon Best, one-third of two of the programs. Other advertisers on the show are Brown & Williamson Tobacco Co. (via Ted Bates) and Andrew Jergens Co. (through Robert W. Orr & Assoc.), both having renewed a one-third sponsorship through Sept. 19, 1957.

'Voiceless' Frankie Grants ABC-TV 'Equal Time' Request

A CASE of laryngitis failed to keep singer-actor Frank Sinatra from appearing Aug. 19 on not one, not two, but three tv networks as guest on three different shows—all in the interest of "equal time."

Learning that Mr. Sinatra was to be on NBC-TV's *Steve Allen Show* and CBS-TV's *Ed Sullivan Show* within the same hour, ABC-TV programming vice president rushed the following telegram to the crooner:

"The ABC television network respectfully requests equal time of your personal services this Sunday night because we have read in the papers that you are going to give time this Sunday night to both NBC and CBS Television Networks. . . . In the interest of fair play to all parties during these hectic Presidential convention days and nights, we urge you to grant us your equal time, in a period we have reserved for you as guest of Donald Woods, host of the ABC-TV *Famous Film Festival* between 8 and 9 p.m. . . ."

Mr. Sinatra replied in kind:

"Since now is the time for all good men to come to the aid of all parties, your request for me to grant equal time . . . is ok by me. You are to be complimented for acting swiftly in the interests of your millions of tv viewers. If they can't have all of me, of which there isn't much, they can at least have a part of me this Sunday night. I shall be pleased to be a guest of Donald Woods . . . between about 8:20 and 8:40 p.m."

Networks Appear Cold To Red China's Travel Offer

IT WAS APPARENT last week that the networks—at least NBC had so indicated—would go along with other principal U. S. news media in turning down invitations to visit communist China. NBC had permitted a correspondent to go to Red China, but with the endorsement by President Eisenhower of the State Dept.'s imposed ban on travel to China, the network cabled James Robinson in Hong Kong that, in view of Mr. Eisenhower's statement, "the trip is disapproved."

One of CBS' newsmen also had been invited. CBS officials had no comment on the new development, however. An ABC spokesman said he did not believe his network was involved.

Two Stations Join CBS-TV

TWO additional affiliates were signed last week by CBS-TV, one of them taking the network far out into the Pacific archipelago. They are WARD-TV (ch. 56) Johnstown, Pa., which joined CBS-TV as a primary, interconnected affiliate; and KUAM-TV Agana, Guam, which joined the network under CBS' Extended Market Plan.

WARD-TV is owned and operated by Rivoli Realty Co., Johnstown, and KUAM-TV is owned by Radio Guam, Beverly Hills, Calif.

NETWORK PEOPLE

Joe Cates, producer-director of CBS-TV's *The $64,000 Question* and *The $64,000 Challange,* resigned from Entertainment Productions Inc. (formerly Louis G. Cowan Inc.), to accept creative radio-tv position with NBC-TV.

Ralph Daniels, salesman for KROW Oakland, Calif., to KNXT (TV) Los Angeles and Columbia Television Pacific Network as account executive.

THE SMART ADVERTISING MONEY IS ON

CODE 3

Brewers: Liebmann, Miller, Stroh

Coffee Roasters: Fleming, Dining Car

Bakers:
National Biscuit, Mrs. Smith's Pies

Appliances: Crosley-Bendix

Various:
Lee Optical, Petri Wine, Gem Jewelry, Top Value Stamps, Signal Oil

Hundreds of thousands of advertising dollars have been allocated for CODE 3 by some of the country's smartest, most successful advertisers!

Many choice markets are already gone — others going fast! For big-time advertising results, put your advertising dollars on CODE 3.

Write, wire, phone
ABC FILM SYNDICATION, INC.
10 East 44th Street, New York City
OXford 7-5880

ADD THESE KANSAS DOLLARS
TO YOUR NET PROFIT

+ 5th state in oil production
+ ½ billion dollar wheat crop annually
+ ¼ billion dollar cattle production yearly
+ Air Capitol of the world (3 large plants)
+ Hundreds of diversified non-seasonal industries.
+ Total retail sales $1,198,-145,000

KARD-TV REACHES OVER 40% OF THE PEOPLE IN KANSAS *PLUS* 8 OKLAHOMA COUNTIES

Tower height 1070
Maximum Power 100,000
Coverage 1,033,000

Call your Petry Man today and start getting your share of the Kansas Market.

Your Color Station for the Center of the Nation.

Channel 3
KARD-TV
WICHITA • KANSAS

EDWARD PETRY & CO., INC.

MORE
FACILITIES
FOR YOUR PROGRAMS
MORE
VIEWERS FOR
YOUR MONEY
MORE
SALES
FOR YOUR PRODUCTS
•
CHANNEL 4
WWJ-TV
DETROIT
NBC TELEVISION NETWORK
ASSOCIATE AM-FM STATION WWJ
First in Michigan—Owned and Operated by THE DETROIT NEWS
•
National Representatives
PETERS, GRIFFIN, WOODWARD, INC.

L. A. SHOW SEES TECHNICAL ADVANCES

Western Electric Convention draws 30,000 industry men to see and hear 200 technical papers presented in 50 symposiums; five deal directly with radio-tv. New type cathode ray tube introduced and inventor Lee DeForest honored.

NEW technical advances were unveiled last week in Los Angeles and high tribute was paid to inventor Dr. Lee DeForest as an estimated 30,000 engineers and businessmen gathered for the annual Western Electronic Show and Convention. The show was sponsored by the West Coast Electronic Manufacturers Assn. and the San Francisco and Los Angeles sections of the Institute of Radio Engineers.

More than 200 technical papers were presented in some 50 symposiums at the Ambassador Hotel during the Tuesday-Friday convention, but only five papers, dealing with broadcast transmission systems, were of direct interest to radio-tv.

The greatest source of virtually untapped energy known today played a major role in the official opening of more than 700 exhibits at the Pan-Pacific auditorium. Energy from the sun activated a solar battery which in turn operated a device to open the curtain to the show. At this event, officials of WESCON and civic leaders honored Dr. DeForest.

C. Frederick Wolcott, chairman of the board of WESCON, read a scroll citing Dr. DeForest for his "inestimable contributions in the founding of the science of electronics . . . in this year of the 50th anniversary of his invention . . . through which has been made possible the development and growth of one of the most dynamic industries in our national history."

John R. Gibson, acting mayor of Los Angeles, proclaimed "Electronics Week" in that city and cited the industry's contribution to the economy there. About one-third of the $15 billion total is produced in the Los Angeles area, WESCON said.

Dr. Lee DuBridge, president of the California Institute of Technology cited new vistas of science unfolding with the help of electronics. He said the new radio telescopes have discovered many sources of radio energy in space and one pair of colliding galaxies, "appears to be radiating as much radio energy as 100,000 billion, billion, billion ordinary radio stations."

Papers Presented

Papers on broadcast transmission systems included reports on the status on automation in radio and tv operations by R. A. Isberg, Ampex Corp.; achievement of practical type speed for recording video signals by C. Paul Ginsberg, Ampex Corp.; application of modern techniques to the determination of service areas of tv station in both smooth and mountainous terrains by A. Earl Cullum, consulting engineer; extension of tv broadcasting to outlying areas through booster and satellite operations by Thomas P. Friedman, Ramo-Wooldridge Corp., and complete handling and processing of color tv signals by remote control by John H. Roth, Philco Corp.

Among the new developments shown was a "radically new" type of cathode ray tube—combining most of the essential functions of a microwave receiving set—for tv or radar application.

The new "Wamoscope," designated tube type 6762, is about 20 inches long and has a five-inch fluorescent screen. Microwave signals, fed directly from the antenna into the tube, are amplified, detected and displayed on the screen, thus eliminating the need of many tubes and parts required by conventional receivers.

According to Sylvania's research director, Dr. Robert M. Bowie, the "Wamoscope's" development represents a "significant step in the simplification, increased reliability and versatility of many types of electronic equipment." The tube was developed jointly by Sylvania and the Office of Naval Research at the manufacturer's labs in Bayside, N. Y. It derives its name from a contraction of "wave-modulated oscilloscope," its working label.

Power Transistor Shown

Also unveiled at the Los Angeles exhibition were a new, hermetically-sealed power transistor for auto radios and a "do-it-yourself" kit for making a transistorized portable radio. Seen for the first time in public, the Sylvania 2N242 transistor is said to be unusual in that it "represents the first economically practical use of transistors in the entertainment field, competitive with components replaced." It will make obsolete several now-standard parts of car radios and will, says Sylvania, "cut down the drain on car batteries."

The "do-it-yourself" kit consists of six transistors, a crystal diode and a 40-page manual listing instructions and applications. The kit will go on national sale Sept. 15.

A seven-point platform of "responsibilities" for the electronics industry to assure a more orderly growth was offered by Dr. W. R. G. Baker, a vice president of General Electric and RETMA's president.

Among the "musts" for the industry, Dr. Baker stressed the need for a thorough study of "whether uhf service can be made reasonably comparable to the widely-used vhf service."

Other points made by Dr. Baker: New products ought not to be placed on the market until they are ready; responsibilities for research, development, production and delivery of military products should be fulfilled; "work unceasingly to provide a fair return on investment"; employe welfare deserves a genuine interest in "good pay, pleasant working conditions and steady jobs"; industry and community have "interrelated responsibilities," and an increasing technology can be aided via the field of education.

In his talk, Dr. Baker placed the electronics industry as the fourth largest in the country with 75% of its more than 1.7 million employes working on jobs that did not exist 10 years ago.

A suggestion that radio units be installed in traffic lights for use as a public address system as a method of directing people in emergencies and thus cutting down panic was offered the convention by Elmer W. Hassel, an engineer with General Electric's communication equipment section.

As described by Mr. Hassel, voice messages could be given to motorists and pedestrians through traffic light equipment. Amplifiers would be mounted in the same cabinets which contain intersection radio tone control units. The latter units actually control the signals and make it possible for all the signal lights within a city to flash certain color combinations at the same time.

Dr. DuMont Predicts Deintermixture Plan

ALLEN B. DuMONT, board chairman of Allen B. DuMont Labs, doubts that the FCC will go through with a move of all tv to the uhf band.

According to his speech prepared for delivery Friday night before the Texas Electronics Assn.'s annual banquet in Houston, Dr. DuMont predicted that vhf will be retained and the FCC "will finally come to a plan of deintermixture."

Dr. DuMont asserted:

"If all television is moved to uhf, there is going to be a percentage of people who will have no television. You can't escape the fact that a uhf signal can't be received in the shadows of hills and mountains or that uhf coverage can't be as great as vhf. People far removed from transmitters will not have reception."

He suggested that a deintermixture plan be adopted that would have vhf stations "only for areas that require such signals because of terrain or need of extended coverage, while uhf stations . . . (would) be the rule wherever such signals would give full area coverage."

Reiterating a charge he has made before, Dr. DuMont declared that the Commission "chose to completely disregard the economic realities of life," and as a result "we have the present mess in which there are not enough competing stations in most areas—with resulting less choice of program selection by viewers."

He reminded that DuMont had proposed a plan before the FCC to have placed at least four vhf stations in most of the major markets of the country with uhf channels used for smaller communities.

At the same time, Dr. DuMont once again voiced doubt that the mass sale of color receivers—i. e., "sold to the public in mass quantities at a profit"—is around the corner. "Frankly, I think it is at least some years in the future." He continued:

"With present color circuits and tube costs, I don't know any manufacturer who can market a set for under $500 and get a reasonable profit margin."

Dr. DuMont thought the "ideal" color picture tube has not yet been developed and that the quality of a monochrome picture on a color set has been a problem. Noting the forecasts by some industry leaders that a color break-through will be achieved this fall, Dr. DuMont commented: "I'm afraid I'm from Missouri and want to be shown."

Also covered in Dr. DuMont's address: Forecast of a normal sales volume of around 9 million tv receivers within the next five years (includes also replacements), emphasis that the tv set making business is going through a "pretty rough shake-out" period, but a prediction of a bullish market with total volume of units increasing and becoming more stable in production and in sales.

Service Business Big

THE tv service business is ringing up the cash register at an estimated rate of $1 billion per year (national bill for tv maintenance). And if you add the cost of antenna installations, radio maintenance and service on other electronic products, make it $2 billion overall. Come 1960, when about 59 million black-and-white receivers and about 7.5 million color tv sets are in use, the national bill for installation and maintenance will be $4,000 billion. The projectionist is William L. Parkinson, planning study manager of General Electric's appliance and tv receiver division. He was to speak last Saturday before the Texas Servicemen's Assn. in Houston.

388,914 Tv Sets Go To Dealers in June

SHIPMENTS of tv sets to dealers in June totaled 388,914 units, well above the 326,979 shipped in May but under the 407,087 of June 1955, according to Radio-Electronics-Tv Mfrs. Assn. Six-month shipments totaled 2,775,022 sets compared to 3,084,717 in the first half of 1955. Cumulative tv set shipments to dealers by states during the first half of 1956 follow:

State	Total	State	Total
Alabama	44,842	New Hampshire	9,623
Arizona	19,042	New Jersey	94,309
Arkansas	30,350	New Mexico	9,794
California	274,143	New York	314,230
Colorado	22,345	North Carolina	61,838
Connecticut	43,259	North Dakota	8,018
Delaware	6,754	Ohio	150,267
District of Columbia	23,767	Oklahoma	36,517
Florida	91,012	Oregon	32,349
Georgia	63,214	Pennsylvania	185,261
Idaho	11,294	Rhode Island	13,643
Illinois	149,308	South Carolina	28,476
Indiana	64,993	South Dakota	9,230
Iowa	28,982	Tennessee	49,666
Kansas	30,198	Texas	158,141
Kentucky	45,097	Utah	11,357
Louisiana	56,861	Vermont	7,373
Maine	17,362	Virginia	53,023
Maryland	37,142	Washington	43,399
Massachusetts	82,922	West Virginia	30,308
Michigan	106,734	Wisconsin	47,304
Minnesota	36,287	Wyoming	3,250
Mississippi	26,398	U. S. TOTAL	2,766,993
Missouri	62,239	Alaska	1,754
Montana	8,335	Hawaii	6,275
Nebraska	22,980	GRAND TOTAL	2,775,022
Nevada	3,757		

Audio 6-Month Sales 'High'

SALES and profits during the first six months of this year of Audio Devices Inc., New York, manufacturers of recording discs, magnetic tape and film, "were maintained at high 1955 levels," President William C. Speed reported last week. For the six months ended June 30, Audio Devices reported net sales of $1,818,181 of which $103,952 could be termed net income. Federal income taxes accounted for $95,500, on profits of $199,452 equaling 17 cents per share of capital stock. Accounting for the "strong sales showing," Mr. Speed noted, was an industry-wide 15% price reduction and the increased demand from the scientific industrial market for Audio's "EP" (Extra-Precision) tape.

Sylvania Promotes Three

NORMAN L. HARVEY, chief engineer, Sylvania Electric Products, Radio-Tv Div., Buffalo, N. Y., has been appointed tube operations manager at Sylvania's Electronics Div., Woburn, Mass.

Robert R. Thalner, former engineering manager of the Radio-Tv Div., succeeds Mr. Harvey as chief engineer. Mr. Thalner's post will be taken by Verlis H. Wiley, factory liaison engineering manager in Buffalo.

DuMont Labs Ships Equipment

SHIPMENT of a 5-kw transmitter and associated equipment to KDIX-TV Dickinson, N. D. (ch. 2), scheduled to go on the air Oct. 1, and a 5-kw transmitter and tv studio equipment (including an image orthicon camera chain) to WYES (TV) New Orleans (ch. 8), an educational station not yet on the air, was announced Thursday by Allen B. Du Mont Labs.

"SHEENA QUEEN OF THE JUNGLE" LEADS ALL SYNDICATED SHOWS IN ROANOKE

out in front in many other markets, too.

Los Angeles — #1 show in its time period for months, audience share over 30% in this seven station market

Tulsa — 60.7% share of audience in competition with two popular westerns

Memphis — First in time period, 45.9% share; 11.9 rating

Hitch your sales message to the show most bought by audiences, SHEENA, QUEEN OF THE JUNGLE.

Source: ARB

Write, wire, phone
ABC FILM SYNDICATION, INC.
10 East 44th Street
New York City
OXford 7-5880

What Are Miami's Major Grocery Chains?

ASK YOUR COLONEL

He has a 1956 listing of grocery and drug chains, and department stores in ever changing Miami . . . and in 23 other markets he sells.

PGW TELEVISION SALES

BMI

"Meet the Artist"

BMI's series of program continuities, entitled "Meet the Artists," emphasizes the human side of our great music performers.

"Meet the Artist" comes to you as a 15-minute—three-per-week series of scripts highlighting behind the scenes glimpses into the music business . . . the stories of America's favorite musical personalities and their song hits. The material is factual, up-to-the-minute and presented in an easy, informal style. Disc jockeys will enjoy using it—listeners will appreciate hearing it.

"Meet the Artist" fills a special need in areas where such data is not easily available . . . highly commercial.

BROADCAST MUSIC, INC.

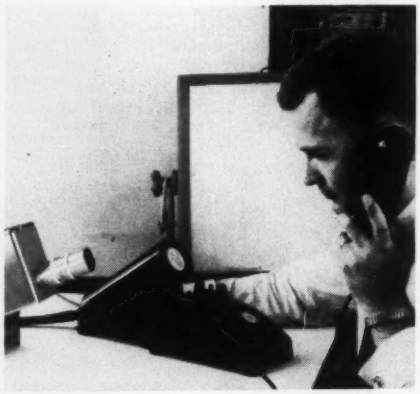
589 FIFTH AVE., NEW YORK 17, N.Y.

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

Bell Develops Picture Phone That Allows View of Caller

TELEPHONES with television may soon become commercially feasible. That was the word last week from Bell Telephone Labs as it announced the development of a "picture phone" that allows callers to see, as well as talk to, one another from as far apart as Los Angeles to New York.

The picture phone is basically a slow-scan tv system attached to a telephone that allows a caller's picture to be "dialed" by the flick of a finger. Devised by Bell's Winston E. Kock, Floyd K. Becker and R. L. Miller, the apparatus is the first tv transmission system of its kind to employ ordinary telephone cable and wire and relays a small picture every two seconds, as opposed to regular, high frequency tv, which flashes 30 pictures a second and uses coaxial wiring.



Floyd K. Becker, Bell engineer, demonstrates how one of the experimental picture phones work.

Operationally, the picture phone is still in its infancy and Bell still isn't quite sure where to put the camera. Several experimental models combine both telephone and camera, others maintain a separate camera, but neither type requires bright Klieg-light illumination. Although the time is still a "good way off" until the picture phone sees actual service, Bell Labs is thinking about offering the new system as a regular addition to telephone service. Should you get tired of looking at the face on the other end of the line, you can always turn the picture switch off.

MANUFACTURING PEOPLE

George Gill appointed manager of new N. Miami, Fla., southern branch of Century Lighting Inc., N. Y. Southern branch, in addition to application and sales engineering service, will feature lighting equipment warehouse and rental department. It is located at 1477 N.E. 129th St.

MR. GILL

Kenneth P. McNaughton, retired major general, U. S. Air Force, who recently joined Fairchild Camera & Instrument Corp., Syosset, N. Y., as director of west coast operations, L. A., elected vice president.

Leonard H. Solomon, electronic division manager, Mitchell Mfg. Co., Chicago, appointed general manager of Golde Mfg. Co. (slide projectors, spotlights, projection accessories), Chicago.

William P. Bartley, member of General Electric Co.'s Electronics Lab Group involved with magnetic tape and drum recording as well as color tv, named manager of lab's communications sub-section.

W. C. McKnight, Setchell-Carlson Inc., St. Paul, Minn., television manufacturer, named advertising manager.

Gilbert S. McKean, formerly advertising and merchandising director, Columbia Records, N. Y., to Magnetics Corp. of America, N. Y., as marketing manager.

Thomas O. Moore, electronic engineer with joint organization of U. S. Navy Department and Atomic Energy Commission, to ORRadio Industries Inc. (Irish Brand magnetic recording tape), Opelika, Ala., as chief electronic engineer.

Otto Graham, retired from Cleveland Browns football team, has signed with Motorola Inc., Chicago, to participate in promotions during 1956 fall selling season.

MANUFACTURING SHORTS

Foto-Video Labs, Little Falls, N. J., has developed new testing unit, Model V-3B, for use in tv studio, microwave and transmitting equipment.

Allen B. DuMont Labs, Clifton, N. J., reports shipment of 50 kw amplifier to KLFY-TV Lafayette, La., and 50 kw transmitter, four image orthicon camera chains and multi-scanning equipment to WRVA-TV Richmond, Va.

RCA, Camden, N. J., announces shipment of six-section superturnstile antenna to WAGM-TV Presque Isle, Me., and eight-section antenna to KGW-TV Portland, Ore.

Ponder & Best Tele-Lens Div., Hollywood importer, announces Model I Tewe-Motivefinder for use with 16mm film. Focal length capacity of accessory, priced at $49.95, ranges from 11.5 to 75mm. Also described in P&B brochure is Model II available for 35mm film, at same price.

General Electric Co. has opened new microwave sales office in Kansas City and appointed Wayne E. Evans as its head. Mr. Evans formerly was with GE's communications equipment staff at Electronics Park, Syracuse.

"There we sat, listening to KRIZ Phoenix and watching the moon, and the darn fool was making . . . wishes!"

Sylvania Television Awards Expands Tv Critics Panel

JUDGING for the 1956 Sylvania Television Awards will no longer be an intramural matter, according to a joint announcement made last week by Don G. Mitchell, chairman and president of the sponsoring Sylvania Electric Products Inc., and critic-author Deems Taylor, chairman of the awards committee.

Following last year's experiment of throwing open nominations—on a limited basis—to a select group of newspaper tv critics, the committee has decided to expand the critics' panel to 30 journalists, and to permit local stations to have a voice in the matter of who merits what award. Stations, said the awards committee, may make recommendations to their local tv critics, who, in turn, will make his quarterly recommendations to the board of judges.

AWARD SHORTS

Bob Cummings, CBS-TV, received honorary commission as colonel in Air National Guard for promoting public awareness of Guard.

Manie Sacks, staff vice president, RCA and NBC, given Humanitarian Award by Philadelphia Variety Club.

WSTC Stamford, Conn., commended by fire control officer for State Park & Forest Commission for cooperation in airing public service announcements warning of fire danger.

Jack V. Cook, account executive, WTAR-TV Norfolk, Va., and Mrs. Cook awarded weekend in New York by Norfolk Chamber of Commerce. Award goes annually to chamber's top contact representative.

Ruth Welles, retired women's commentator, WRCV Philadelphia, received awards from station and city of Philadelphia recognizing her 16 years' service in broadcasting.

Harry Wiest, graduate student of Northwestern U., Evanston, Ill., won scholarship award of 15th annual NBC-Northwestern Summer Television Institute. Eighteen other students received certificates.

WTVJ (TV) Miami, Fla., received certificate of appreciation from area Marine Corps Reserve citing "wholehearted support."

KHOL-TV Kearney, Neb., staff members who received honorary ratings from U. S. Marine Corps for services on weekly Armed Forces show: Station Manager **Jack Gilbert** promoted to honorary Technical Sergeant; **Art Eckdahl, Jerry Granger,** sportscaster, and **Bob Stolz,** production assistant, received Booster First Class award certificates.

KOMA-KWTV (TV) Oklahoma City given citation of appreciation for outstanding public service from Oklahoma City Veterans of Foreign Wars.

Rex Trailer, WBZ-TV Boston performer, received citation from Wilmington 4-H Mounties for inspiration and guidance to young people of New England.

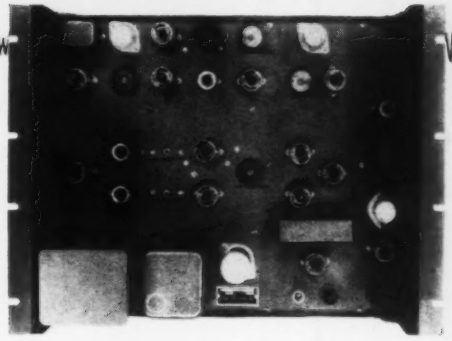
John O'Hara, novelist and columnist for *Collier's* magazine, named to George Foster Peabody Radio & Television Awards Board.

NBC show, *Child Wanted,* received Boys Club of America citation recognizing show's efforts to acquaint public with adoption procedure.

KTRK-TV Houston, Tex., named "A Partner for Life" by boys of Cal Farley's Boys Ranch, Amarillo, Tex.

NEMS • CLARKE

Type TS-1 Telesync



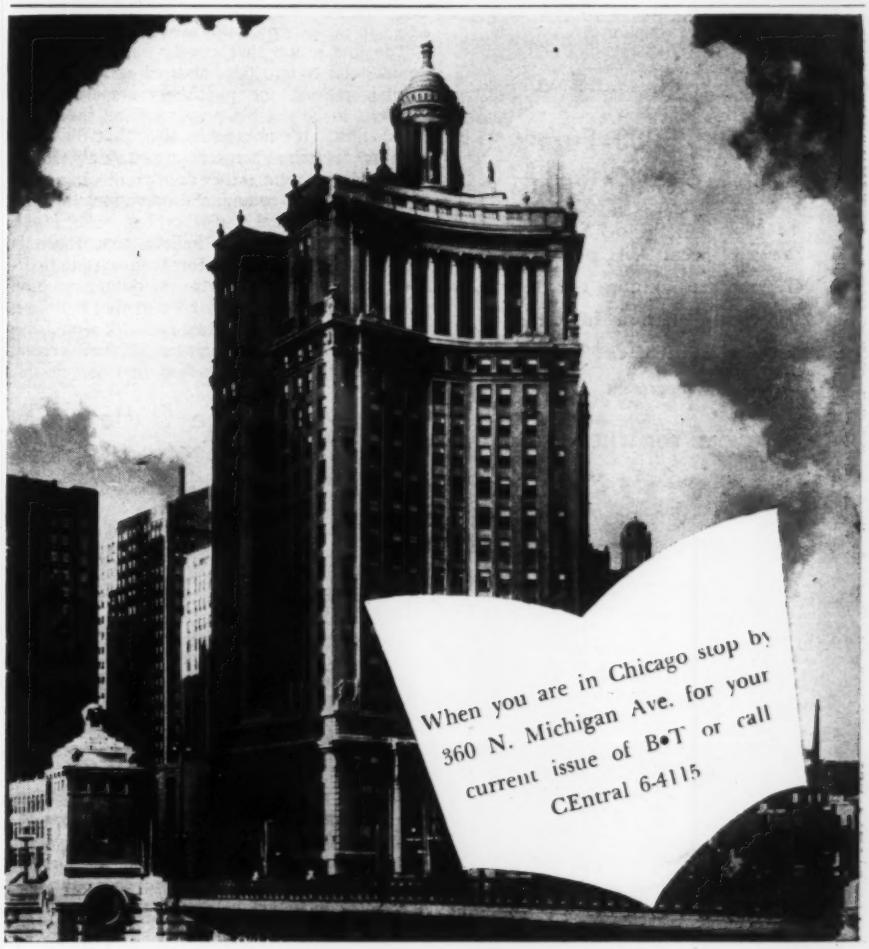
The Type TS-1 Telesync equipment has been designed specifically to meet the requirements for a quality unit for generating RETMA sync signals when used in conjunction with a high fidelity TV receiver such as the NEMS - CLARKE TR-1 or equivalent. It embodies features which insure reliability for full-time commercial use and provides signals of exceptional quality.

SPECIFICATIONS

Type	Mixed Sync
Level	3 to 8 volts, peak-to-peak into a 75 ohm load
Polarity	Negative
Vertical Drive	6 volts peak-to-peak at 60 cycles into a 75 ohm load
Horizontal Drive	6 volts peak-to-peak at 15,750 cycles into a 75 ohm load
Mixed Blanking	6 volts peak-to-peak at Standard RETMA signal into a 75 ohm load
Mixed Sync	6 volts peak-to-peak at Standard RETMA signal into a 75 ohm load
Power Supply	Self-Contained
Power Requirements	117 v, 60 cycles, 105 watts
Size	13¾" x 19" x 3½"
Finish	Dark umber gray

FOR FURTHER DETAILS WRITE DEPT. M-1

NEMS – CLARKE
Incorporated
919 JESUP-BLAIR DRIVE
SILVER SPRING, MARYLAND



Buffalo's

Best Known

Sales Team

WGR-TV
BUFFALO

National Representatives
PETERS, GRIFFIN, WOODWARD, INC.

Nearly 55,000 Farms

are located within WHBF's 31-county (25,000 sq. mile) coverage area. 14 of these counties are among the top 200 in the nation in Gross Cash Farm Income.

(Sales Management 1956)

CBS FOR THE

WHBF AM TV
ROCK ISLAND, ILLINOIS
REPRESENTED BY AVERY-KNODEL

Private Commercial Tv Goal of German Assn.

Four organizations, with money to back their stand, join forces in protest of government-owned stations' plans to place commercial segments in programming schedule.

WITH the object of making commercial television in Germany a private industry, a group of organizations met Aug. 8 in Munich and formed Studien-Gesellschaft fuer Funk-und Fernseh-Werbung (Study Assn. for Radio & Tv Advertising). At the present time, there are no privately-owned stations in Germany.

The association, with headquarters in Frankfurt, was formed to protest the plans of existing non-commercial, quasi-official, state-owned stations to place commercial segments in their broadcast schedules. Radio Bavaria, Munich, was the first organization to adopt the plan and will turn one segment commercial within a few weeks. Other government-owned stations plan to follow suit in the near future.

Members of the new group include Bundesverband der Deutschen Industrie (German industrial federation), Bundesverband Deutscher Zeitungs-Verleger (German newspaper publishers association), Markenverband (association of manufacturers comprising most of the country's national advertisers) and Verband Deutscher Werbungs-Mittler und Werbe-Agenturen (federation of German advertising agencies). The group is believed to have the money to back its plea for a private broadcasting industry and the influence at government and Parliamentary levels to push its projects through legal barriers.

The first group that openly opposed putting commercial tv into the hands of existing quasi-official stations, the publishers association, is believed to be the big power behind the study association. It's no secret, also, that the German tv set manufacturers are strongly for a two-level tv system rather than combining commercial and non-commercial operations into the government system.

Experts in Germany believe that there is enough frequency room for both a state-operated and a private tv network, though existing stations deny this. It is expected that a future, privately-owned commercial network would use uhf frequencies. Best guess is that private broadcasting will be launched in two years.

French-Language Outlets Plan Quebec Meeting

ANNUAL MEETING of the Assn. Canadienne de la Radio et de la Television de Langue Francaise (French-language radio and television broadcasters association) will be held at the Alpine Inn, Ste. Marguerite, Quebec, Sept. 10-12. A full agenda has been planned for all Canadian French-language broadcasters and advertising agency executives. Phil Lalonde, CKAC Montreal, and Lionel Morin, CJMS Montreal, are in charge of arrangements.

Toronto School to Seek Educational Uhf Station

APPLICATION is to be made soon by Ryerson Institute of Technology, Toronto, for the first Canadian educational tv station. Ryerson Institute is a vocational school of the Ontario government and trains most of the radio and television personnel for the Canadian industry.

Ryerson Institute operates an fm educational station, primarily for training students, and plans to do the same for tv if its planned request for a uhf station is upheld.

No decision has been made yet as to what uhf channel Ryerson will ask for. The application will run up against Canadian government policy of allowing only one station in one city and, although the uhf application is for an educational non-commercial operation, the government has not intimated if it will change its policy of one-station monopoly for a non-commercial outlet.

Programming Talks Highlight Atlantic Broadcasters Meet

PROGRAMMING from morning to night, on community stations, featured the agenda of the Atlantic Assn. of Broadcasters convention at Digby Pines, N. S., Aug. 22-24. In addition, a report was made of activities of the Canadian Assn. of Radio & Television Broadcasters by President Fred Lynds, CKCW-AM-TV Moncton, N. B., and Charles Fenton, CARTB sales director, reported on sales.

Chairman of the convention was Gerry Redmond, AAB president and manager of CHNS Halifax, N. S. Dan Kops, WAVZ New Haven, Conn., told how his station meets the challenge of three tv and four radio stations in the WAVZ area.

To Share Toronto Studio

ROBERT LAWRENCE Productions, New York, reported last week that its subsidiary in Canada, Robert Lawrence Productions Ltd., has made arrangements with Meridian Films Ltd. for both companies to operate from Meridian's newly-completed sound motion picture studio in Toronto. Robert Lawrence Productions, which specializes in tv commercial production, now has three centers—studios in New York and Toronto as well as animation facilities in Hollywood (via Grantray-Lawrence Animation Inc., an affiliate). Meridian's operations concentrate on industrial and theatrical motion pictures and thus will not conflict with those of the Lawrence organization.

INTERNATIONAL PEOPLE

Frank Griffiths, past governor of Canadian Tax Foundation, and member of advisory board of Mercantile Bank of Canada, to president of CKNW New Westminster, B. C.

John Morris to sales manager of CKSL London, Ont.

Manuel Lopez Agredano, production manager, XEAV and XEDK Guadalajara, Mexico, spending 90 days at WKY-AM-TV Oklahoma City under International Educational Exchange Service for foreign specialists.

Mrs. Anna Dexter, 78, household and current events commentator of CHNS Halifax, N. S., for past 28 years, died at Halifax, Aug. 16.

INTERNATIONAL SHORT

Robin Hood Flour Mills Ltd., Montreal, names McCann-Erickson (Canada) Ltd., Montreal, for advertising.

5,000 WATTS Day and Night

WESTERN MICHIGAN'S
WKNK
MUSKEGON, MICHIGAN

LOW RATES
ASK HIL F. BEST

LOCAL LEADERS SALUTE WOHS

LEADING citizens of Shelby, N. C., took to the air to speak for themselves and citizens in wishing WOHS a happy birthday Tuesday when the station achieved its tenth year. Twenty-odd senators, police chiefs, sheriffs, school officials, judges, newspaper editors and others came into WOHS to tape record greetings, some of which saluted the station's dedication of facilities "to the betterment of Shelby and Cleveland County," and wished well to "our public service station, WOHS Shelby."

KAKE TRIES SOLID GOODMAN

DETOURING the beaten path in radio programming KAKE Wichita, Kan., Aug. 10 programmed a Benny Goodman marathon that started at midnight Friday and lasted 25 hours, 43 minutes and 21 seconds, all recorded Goodman music with no repeats. Listeners, asked to send in a guess as to how long the Goodman fare could hold out, were offered Goodman record albums and $10 bills. Mail, specified to be postmarked before 10 p. m. Saturday night, had reached a count of 586 by the Tuesday morning following the marathon and heavy telephone response was registered. The station is currently considering requests for more marathons featuring other bands.

DO-IT-YOURSELF HURRICANE MAP

A POCKET hurricane plotting map has been produced by WTVJ (TV) Miami as a merchandising aid for advertiser Atlantic Refining Co. Featuring a cover picture of Jim Dooley, WTVJ's *Atlantic Weatherman,* the promotion piece was printed in a quantity of 20,000 for distribution through Atlantic service stations. Folded, it measures 4½ x 6 in. and carries the plotting map of the area inside, with hurricane "do and don't" information printed on the back.

CHICAGO FIRM FILMS OPERA

LAWRENCE V. KELLEY, executive director of Operatic Productions Inc., Chicago, announces a series of 30-minute grand opera tv productions being filmed for ABC-TV. Pilot film of a sequence from "La Boheme," featured at the Chicago Civic Opera House Aug. 25, is reported to be the first in the series of operatic productions for tv. Nicola Rescigno will conduct a 60-minute Chicago symphony orchestra group in the series.

CBC-TV TO AIR VOYAGEUR TALES

FUR TRADERS and voyageurs of Canada's early colonization period will be depicted on Canadian tv this winter as the Canadian Broadcasting Corp., with Omega Productions Ltd., Montreal, starts filming this month a series of 39 half-hour adventures of 17th century fur trader-explorer Pierre Radisson.

The series will be dubbed in both English and French, on an island near Montreal, to give as authentic background scenery as possible. The story, opening with Radisson's capture by Iroquois Indians when he was just 17 years old, is based on the explorer's original diary. Jacques Godin, 26-year-old Montreal actor, will play Radisson, and 30-year-old Rene Caron will play Des Groseilliers, Radisson's partner and brother-in-law. Pierre Gauvreau is CBC producer.

ENTHUSIASTIC HUNT

TO PROMOTE its new "24 Hour Top 40" news format, WLCS Baton Rouge, La., held a $10,000 treasure hunt, with the winner eventually taking home $500. Clues were given hourly to help searchers find a hidden certificate, the value of which dropped to $500 following the 10th day of the hunt. The station said the "thousands" looking for the money uprooted parking meters, overturned monuments and broke park benches.

Immediately after the treasure hunt ended, WLCS announced plans for a Cash-o-rama contest involving telephone, house and license numbers. Nine $10 and one $100 number will be announced each day, plus a $1,000 number weekly.

WFIL-TV TO BRING STAR TO TOWN

WFIL-TV Philadelphia has completed arrangements to bring Academy Award winner Victor McLaglen to town for the opening of the station's *Movietime USA* series. Although major film stars have promoted the opening of new films at neighborhood theatres as a standard practice, WFIL-TV claims this is the first such appearance used to promote tv movies.

WEDO MARKS 10TH BIRTHDAY

ENTERING its second decade on the air, WEDO McKeesport, Pa., has launched a tenth anniversary trailer unit to promote its birthday locally and in nearby communities. The station started celebrating its anniversary month by giving away more than 30 radio sets to listeners and topped off the celebration with a three-hour trailer-based broadcast party in downtown McKeesport. Station talent, pretty girls and visiting celebrities entertained the crowds and passed out records, gifts and candy.

THE Toffenetti Restaurant and Hotel, St. Petersburg, Fla., has signed to sponsor two daily newscasts on WSUN that city. Completing final arrangements are (l to r) Dario L. Toffenetti Sr.; Neil Vanderpoel, WSUN sales representative; Arliss Foster, manager of the hotel and restaurant, and Fred P. Shawn, WSUN-AM-TV manager.

Buckey Walters, platter-spinner deluxe, brings a New Selling Sound to KMBC-KFRM by punctuating commercials and chatter with clever piano background. ONE announcement on his "Tune Time" program produced 3,653 replies!

LISTEN the New Sound of

KMBC-KFRM

The big news in Kansas City radio is the New Sound on KMBC-KFRM! By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that's tailored to today's audience demands. New variety, new personalities, new formats, new impact—they're all woven into every hour of every broadcast day. This inspired local programming, combined with the best from the ABC Network, produces radio that sells as it serves! Your Peters, Griffin, Woodward, Inc. Colonel can tune you in on the New Selling Sound of KMBC-KFRM.

KMBC of Kansas City
KFRM for the State of Kansas
1st in the Heart of America

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y.
All Inquiries Confidential

the station that made ROANOKE
VIRGINIA'S NO. 1 TV MARKET
73.2% station share of sets... (ARB)
WSLS-TV
CHANNEL 10
ROANOKE, VA.

NBC
Represented Nationally—Avery-Knodel, Inc.

KASI MAKES JAYCEES WORK

KASI Ames, Iowa, was glad to turn over facilities one day for a Junior Chamber of Commerce benefit. But the Jaycees had to "sing for their supper" by selling time, giving newscasts, running record shows and giving station breaks, with regular staff standing by for advice. At day's end, the Jaycees took home KASI earnings for their charity fund.

WBKB (TV) ADDS NEW SHOW

WBKB (TV) Chicago has added the *Teddy Phillips Show*, with orchestra of same name, to its schedule. Addition of the show is another step in WBKB's move toward live dance band programs, it was reported.

WET ORIGINATION FOR WING

NO hot air station in summer months is WING Dayton, Ohio. This station sends its mid-morning disc jockey, Bud Baldwin to the Miamisburg, Ohio, municipal pool every day to do his show directly from a pool-side console. Mr. Baldwin presides beside the water appropriately dressed in swim togs in the shade of a beach umbrella. Five Miamisburg merchants sponsor the sport.

KLZ-TV COVERS FLOOD DAMAGE

DRAGGING cameras and remote equipment through mud and water, KLZ-TV Denver brought the story of floods in South Denver to viewers. Those in more fortunate, drier parts of town saw cleanup crews and residents as they cleared out six-inch deposits of mud and pictures of yard-high water marks inside homes as KLZ-TV documented million-dollar flood damage from heavy rains.

TIMELY QUESTION

"WAS your antenna blown down last night?"

KWRT Boonville, Mo., carried a series of spots for a radio-tv repair shop asking that question the morning after a tornado struck the area. KWRT owner Bill Tedrick and his staffers had a ready answer for the query. The tornado had leveled the station's tower and they had spent the night in a rainstorm making temporary repairs so that KWRT could sign on at its regular time the next morning.

RADIO DIAMOND'S BEST FRIEND

HOW radio turned out to be an 18-karat medium for Bernard Shipper, manager of Zale's Credit Jewelers in Galveston, Tex., is told in a new brochure issued last week by Radio Advertising Bureau. Titled *Radio Boosts Diamond Sales 59% for Zale's-Galveston*, the booklet tells how Mr. Shipper, unhappy with the results of his heavy newspaper advertising schedule, turned to radio. The result, says RAB: sales shot up within a six-month period, and Mr. Shipper's branch was signaled out for no less than two sales incentive awards by Zale's home office in Dallas.

MORE COLOR ON WRCA-TV

STARTING Sept. 10, WRCA-TV New York will increase its weekday colorcasting schedule to one hour and 40 minutes daily, five days a week. It is now colorcasting 55 minutes daily. The eight hours-plus of weeky colorcasting will represent approximately 65% of the station's local programming.

REAFFIRMING confidence in radio, George F. Martin, sales manager of Worcester (Mass.) Gas & Light Co., signs a one-year contract to sponsor WTAG Worcester's newscommentator Jim Little in a 10-minute show across-the-board. Involved in the purchase are (l to r): seated, Leonard D. Davis, of Leonard Davis Advertising Inc.; Mr. Martin; Bernard Morley, WTAG salesman; standing, Richard L. Gravel, WTAG's local sales manager; Mr. Little, and WTAG Program Director A. J. Brissette.

CAGNEY DEBUT SET ON NBC-TV

FILM star James Cagney will make his live tv debut Sept. 10 on NBC-TV's *Robert Montgomery Presents*, playing the role of a U. S. Army Sergeant in an as-yet-untitled drama by Robert Wallace. Mr. Montgomery reportedly had been trying to interest Mr. Cagney in doing a tv play for some time, but the star held off until he could find a suitable role.

REYNOLDS PICKS NEW COMEDY

R. J. Reynolds Tobacco Co. (Camel, Winston cigarettes) Winston-Salem, N. C., will replace its *Crusader* series (CBS-TV, Fri., 9-9:30 p.m. EST) with a new comedy series, *Mr. Adams and Eve*, starring husband-and-wife team Howard Duff and Ida Lupino, early in January. Agency for Reynolds is William Esty, New York.

NBC-TV TO FOREST HILLS AGAIN

NBC-TV will telecast the 1956 men's semifinals and women's as well as men's finals in the Forest Hills, N. Y., National Singles Tennis Championship for the fifth consecutive year, Sept. 8-9, starting at 2 p.m. EDT on both days.

WABC-TV PROGRAMS BLOCK

ABC Radio d.j. Martin Block whose *Make Believe Ballroom* is in its 22nd year, will add tv on Sept. 17, when WABC-TV New York launches *The Martin Block Show*. Mr. Block, who continues on his ABC Radio, Monday-Friday 2:30-4 p.m. program, will be seen weekdays, 11:30-noon EDT.

KYA CAMPAIGNS AT GOP MEET

UNDER banners urging "Vanderhoof for Veep," "Vanderhoof will Murder Herter," "Vanderhoof's Passin' Stassen," KYA San Francisco staged rallies in the Mark Hopkins, Fairmont and St. Francis Hotels last week in behalf of its disc jockey, Bruce Vanderhoof. A cable car parade brought KYA campaigners into rooms fogged by GOP Convention smoke. Riding the bandwagon, along with musicians and candidates, were 10 bathing-suited beauties who, Mr. Vanderhoof promised, would make up his cabinet. The candidate distributed copies of his political record in 45 and 78 rpm sizes.

LUX SHOW CONVERTS TO COLOR

EFFECTIVE with last week's show all programs of the weekly *Lux Video Theatre* Thursdays on on NBC-TV are being telecast in color. Negotiations between the show's Executive Producer Stanley Quinn and NBC for the color changeover were completed last week. The Lux "summer preview" series is slated to end with the Sept. 6 show, and the fall series will begin the following week.

WTTV (TV) PLANS FAIR COVERAGE

WTTV (TV) Bloomington, Ind., will devote 35 hours of airtime to the Indiana State Fair during Fair Week, Aug. 29-Sept. 7, with half of the total hours originating from tents and exhibits at the fairgrounds. Programs from seven fairground locations will feature WTTV Farm Service Director Bill Anderson, officials, event winners, and special guests. *Man at the Fair* a special feature program, will interview fairgoers from various states. An additional 15-man crew will cover key points and a film unit will record highlights of various events for use on evening shows.

RUSSIA REPORT BEING READIED

TED HALLOCK, former program and special events director of KPOJ Portland, Ore., now director of public affairs for J. Henry Helser & Co., west coast investment management firm, is temporarily back in the broadcast harness. He is winding up a six-month stay in Russia filming and recording a report on *Russia Today* for a broadcast series to be heard on KPOJ and other stations beginning in October and documentary film for showing on KPTV (TV) Portland and others. Mr. Hallock's 1952 foreign report, *London Calling*, won a citation from Ohio State U. and the English-Speaking Union. Helser will sponsor the KPOJ series through House & Leland Adv., Portland.

WOHO GOES ALONG ON SWIM

NOT content to cover a long-distance swim from the shore, WOHO Toledo, Ohio, got into the water beside Harry Briggs when he tried to become first to swim the 33 miles between Pelee Point, Ont., and Cedar Point, Ohio, on Lake Erie. Using a ship-to-shore transmitter to contact the Marine Radio-Telephone station at Lorain, Ohio, WOHO Sports Director Dave Martin boarded a yacht and broadcast direct hourly reports of the swimmer's progress until the second storm encountered forced him to give up after 13 hours and 42 minutes. He was interviewed on the air before and after the venture.

MCA-TV DEPLOYS EMPLOYES

DO a sponsor's employes watch the boss' tv shows? MCA-TV's Film Syndication Div. is convinced they do, and last week, set out to capitalize on this type of interest. As a "bonus" to sponsors of MCA-TV's *Rosemary Clooney Show*, the firm has dispatched a special "housewarming kit" containing, among other things, sample invitations to special employes' "sneak previews" of the series, posters and other bulletin board material; suggestions for *Rosemary Clooney* company parties and other visual aids designed to make press-agents out of each employe. Confident that the "kit" will meet with enthusiastic response, MCA-TV plans to launch similar kits for its other film properties.

WTTM SVENGALI ACT

IT TOOK the work of a hypnotist to produce the "forgotten" combination to a locked safe once belonging to WTTM Trenton, N. J., and the result was one of the biggest promotions in the history of the radio station.

When the station recently moved into new studios, it sold all of its old office furniture, including a safe which was bought by the *New Hope Gazette*, a weekly newspaper in Bucks County, Pa. Upon delivery to the newspaper office, it was discovered that the safe was locked. To make matters worse, a call by the editor to WTTM got the response that "our book-keeper has forgotten the combination."

A professional hypnotist was called in, and as a feature of WTTM's *Tom Durand Show*, succeeded in obtaining the safe's combination from bookkeeper Shirley Weiss.

Four local newspapers plus the UP and AP wire services were on hand to cover the event, and the following day Dave Garroway interviewed the hypnotist on his NBC-TV *Today* program.

WARREN C. COUGHLIN (r), vice president and national sales manager of the Muzak Corp., throws the switch at WCAU Philadelphia that begins the transmission of Magnetic Muzak background music. Looking on is Edward J. Meehan Jr., general manager of the Magnetic Muzak Div. of WCAU, which early this month became the regional franchiser for the music service in Eastern Pennsylvania, Southern New Jersey and Northern Delaware.

WHEN-TV BRINGS IN BLAZE

TELEVISION gave radio a run for its money in immediacy and mobility two weeks ago as WHEN-TV Syracuse aired a live telecast of a three-alarm blaze within seven minutes of the first alarm. The fire, which broke out in a lumberyard nearby WHEN-TV's studio Aug. 14, was telecast direct from the roof of the studio building by a 20" telescopic lense as an unexpected "extra" during WHEN-TV's regular 6:30 p.m. *Shell Oil Newscast*. In addition, the station's news cameraman, Bob Kimman, was sent to the scene of the blaze where he filmed the disaster. The filmed report later was used to supplement WHEN-TV's live coverage of the fire.

WKNB-TV MARKS FLOOD DATE

THE first anniversary of the disastrous New England flood of Aug. 19, 1955, that cost the area a quarter-billion-dollar loss in addition to lives, was marked last week by WKNB-TV New Britain, Conn., in an hour-long film documentary. Flood sequences taken by the station's news staff and the U. S. Army Signal Corp at the time of the disaster were shown.

UPCOMING

AUGUST

Aug. 26-28: Georgia Assn. of Broadcasters, annual meeting, King & Prince Hotel, St. Simon's Island, Ga.

Aug. 31-Sept. 1: Montana Radio Stations Inc., annual meeting, Glacier Park Hotel, Glacier Park.

SEPTEMBER

Sept. 6: Massachusetts United Press Radio-Tv Assn., organization committee meeting, Parker House, Boston.

Sept. 6-7: RAB midwestern managers' conference, French Lick, Ind.

Sept. 10-11: RAB southern managers' conference, Biloxi, Miss.

Sept. 10-12: French Language Radio-Tv Broadcasters Assn., annual meeting, Alpine Inn, Ste. Marguerite, Quebec.

Sept. 11-12: CBS Radio convention, Hotel Pierre, New York.

Sept. 13-14: RAB northeastern conference, Skytop, Pa.

Sept. 13-14: Michigan Assn. of Radio-Tv Broadcasters, Hidden Valley, Gaylord, Mich.

Sept. 24-25: Louisiana Assn. of Broadcasters, annual meeting, Shreveport, La.

Sept. 27: Massachusetts Broadcasters Assn., annual meeting, Hotel Somerset, Boston.

OCTOBER

Oct. 1-3: National Electronics Conference & Exhibition, Hotel Sherman, Chicago.

Oct. 2: Wisconsin Broadcasters Assn., annual meeting, Hotel Plankinton, Milwaukee.

Oct. 4-5: Central Region AAAA Meeting, Hotel Blackstone, Chicago.

Oct. 5: Ohio Assn. of Radio-Tv Broadcasters, annual meeting, Hotel Fort Hayes, Columbus.

Oct. 7-10: Western Region AAAA Meeting, Hotel Del Coronado, Coronado, Calif.

Oct. 8-12: SMPTE semi-annual convention, Los Angeles.

Oct. 10-11: Kentucky Broadcasters Assn., annual meeting, Hotel Kenlake, Kentucky Lake.

Oct. 12-13: Alabama Broadcasters Assn., annual meeting, University of Alabama, Tuscaloosa.

Oct. 15-17: Radio-Electronics-Tv Mfrs. Assn., fall radio meeting, Hotel Syracuse, Syracuse, N. Y.

Oct. 21-23: Central Canada Broadcasters Assn., 6th annual meeting, Royal Connaught Hotel, Hamilton, Ont.

Oct. 29-30: Second annual RAB Natl. Radio Advertising Conference, Waldorf-Astoria Hotel, New York.

NOVEMBER

Nov. 9: Calif. State Radio-Tv Broadcasters' Assn. annual convention, Hotel Clift, San Francisco.

Nov. 11-12: Texas Assn. of Broadcasters, annual meeting, Hotel Caprock, Lubbock.

Nov. 16: Arizona Broadcasters Assn., annual meeting, Tucson.

Nov. 16-17: Oregon State Broadcasters Assn., Salem.

Nov. 27-28: AAAA Eastern Annual Conference, Hotel Roosevelt, New York.

NARTB CONFERENCES

Region 5 (Minn., N. D., East S. D., Iowa, Neb., Mo.)	Sept. 17-18	Nicollet Hotel Minneapolis
Region 7 (Mountain States)	Sept. 20-21	Utah Hotel Salt Lake City
Region 8 (Wash., Ore., Calif., Nev., Ariz., T. H., Alaska)	Sept. 24-25	St. Francis Hotel San Francisco
Region 6 (Kan., Okla., Tex.)	Sept. 27-28	Okla. Biltmore Okla. City
Region 2 (Pa., Del., Md., W. Va., D. C., Va., N. C., S. C.)	Oct. 11-12	Shoreham Hotel Washington
Region 1 (New England)	Oct. 15-16	Somerset Hotel Boston
Region 4 (Ky., Ohio, Ind., Mich., Ill., Wis.)	Oct. 18-19	Sheraton Lincoln Indianapolis
Region 3 (Fla., Ga., Ala., Miss., La., Ark., Tenn., P. R.)	Oct. 25-26	Dinkler-Tutwiler Birmingham

Station Authorizations, Applications

(As Compiled by B • T)

August 16 through August 22

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary through August 22

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,883	3,031	160	286	124
Fm	521	544	33	10	0

FCC Commercial Station Authorizations

As of July 31, 1956

	Am	Fm	Tv
Licensed (all on air)	2,877	519	193
Cps on air	45	11	306
Cps not on air	119	19	116
Total authorized	3,041	549	615
Applications in hearing	182	2	128
New station requests	263	7	42
New station bids in hearing	124	0	77
Facilities change requests	143	4	32
Total applications pending	814	66	324
Licenses deleted in July	0	2	0
Cps deleted in July	1	0	1

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary through August 22

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	363	91	454[1]
Noncomm. Educational	17	5	22[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	329	313	642[1]
Noncom. Educational	22	21	43[2]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend. Vhf	Uhf	Total
Commercial	1,011	337	791	557	1,349[3]
Noncom. Educ.	61		34	27	61[4]
Total	1,072	337	825	584	1,410[5]

[1] 170 cps (33 vhf 137 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 43 already granted.
[5] Includes 685 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTION BY FCC

Reno, Nev.—Silver State Telecasters' application seeking cp for new tv to operate on ch. 4 in Reno returned. (Channel presently assigned to **KAKJ [TV]**). Action Aug. 21.

APPLICATIONS

Sioux Falls, S. D.—Video Independent Theatres Inc., vhf ch. 13 (210-216 mc); ERP .552 kw vis., .276 kw aur.; ant. height above average terrain 470.5 ft., above ground 400 ft. Estimated construction cost $41,009, first year operating cost $100,000, revenue $100,000. Post office address 11 N. Lee Ave., Oklahoma City 1, Okla. Studio location E. 57 St., near U. S. Hwy. #77, near Sioux Falls. Trans. location same as studio. Geographic coordinates 43° 30' 03" N. Lat., 96° 43' 24" W. Long. Trans. Sarkes Tarzian, ant. Prodelin. Legal counsel Spearman Roberson, Washington. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Applicant is licensee of **KVIT (TV) Santa Fe, N. M., KSPS (TV) Hot Springs, Ark.,** and owns 12.5% of **KWTV (TV) Oklahoma City, Okla.** Filed Aug. 22.

Lubbock, Tex.—C. L. Trigg, vhf ch. 5 (76-82 mc); ERP 100 kw vis., 50 kw aur.; ant height above average terrain 705 ft., above ground 758 ft. Estimated construction cost $325,032, first year operating cost $500,000, revenue $625,000. Post office address 1211 N. Whitaker St., Odessa, Tex. Studio and trans. location Lubbock. Geographic coordinates 33° 31' 18" N. Lat., 101° 45' 54" W. Long. Trans. and ant. GE. Legal counsel Haley, Doty & Wollenberg, Washington. Consulting engineer Edward P. Talbott, El Paso. Mr. Trigg is 80% owner of **KOSA-AM-TV Odessa.** Filed Aug. 17.

Existing Tv Stations . . .

ACTIONS BY FCC

KSPS (TV) Hot Springs, Ark.—Granted mod. of cp to change studio and trans. location; change ERP to .661 kw vis., .331 kw aur., and make ant. and other equipment changes. Ant: 857 ft. Announced Aug. 21.

WTVW (TV) Evansville, Ind.—Granted STA to commence commercial operation Aug. 21 (ch. 7), and denied "Petition to Designate Application for Hearing and for Further Relief" filed by **WKLO-TV Louisville, Ky.** (ch. 21). Announced Aug. 21.

WRAY-TV Princeton, Ind.—Granted cp to replace expired cp which authorized new tv (ch. 52). Announced Aug. 21.

WDAF-TV Kansas City, Mo.—Granted cp to change type ant. Announced Aug. 21.

WHK-TV Cleveland, Ohio—Granted mod. of cp to change trans. location to 3600 E. Pleasant Valley Rd., Seven Hills Village, Ohio; change ERP to 936 kw vis., 468 kw aur.; change type ant., and make other equipment changes. Announced Aug. 21.

KGEO-TV Enid, Okla.—Granted mod. of cp to make minor equipment changes. Announced Aug. 21.

KSL-TV Salt Lake City, Utah—Application seeking extension of completion date, to make changes in facilities of existing tv, returned. (Cp expired by its own terms. Station will have to file application seeking cp to replace expired cp.) Action Aug. 16.

WFRV-TV Green Bay, Wis.—Granted mod. of cp to change trans. location; change ERP to 91.2 kw vis. (DA), 55 kw aur. (DA); install new ant. system, and make other equipment changes. Ant.: 1,119 ft. Announced Aug. 21.

CALL LETTERS ASSIGNED

KMGM-TV Minneapolis, Minn.—United Television Inc., ch. 9. Changed from KEYD-TV.

KUMV-TV Williston, N. D.—Meyer Bcstg. Co., ch. 8.

KDSJ-TV Deadwood, S. D.—The Heart of the Black Hills Stations, ch. 5.

APPLICATIONS

WESH-TV Daytona Beach, Fla.—Seeks mod. of cp (which authorized new tv) to change trans. location to 1 mile south of U. S. Hwy. #17, 5 miles south of De Land, Fla.; change ERP to 100 kw vis., 60 kw aur.; change type ant., and make other equipment changes. Filed Aug. 17.

WJIM-TV Lansing, Mich.—Seeks mod. of cp (which authorized changes in facilities of existing tv) to install new ant. system and make other minor equipment changes. Filed Aug. 17.

KSWS-TV Roswell, N. M.—Seeks mod. of cp (which authorized changes in facilities of existing tv) to change ERP to 181.3 kw and make other equipment changes. Filed Aug. 20.

KOVR (TV) Stockton, Calif.—Seeks cp to make changes in facilities of existing tv; change ERP to 316 kw vis., 158 kw aur., and change trans. location to 3 miles southeast of Jackson, Calif. Filed Aug. 21.

Translators . . .

APPLICATION

Palm Springs, Calif.—Palm Springs Translator Station Inc. seeks chs. 70 and 72. To rebroadcast ch. 2 **KNXT (TV) Los Angeles, Calif.,** on ch. 70, and ch. 4 **KRCA (TV) Los Angeles** on ch. 72. Trans. output power 10 w. ERP to community 83 w. Estimated population to be served 13,000 to 50,000 (seasonal). Post office address 360 N. Palm Canyon Dr., Palm Springs. Estimated construction cost for each station $5,000, first year operating cost for each station $10,000. Filed Aug. 17.

New Am Stations . . .

ACTIONS BY FCC

Brighton, Colo.—Arline S. Hodgins' application seeking cp for new am to be operated on 1250 kc, 500 w D, DA, dismissed at request of applicant. Action Aug. 17.

Danielson, Conn.—Hyland-Hynes Bcstg. Co.'s application seeking cp for new am to operate on 1590 kc, 500 w D, dismissed for failure to prosecute. Action Aug. 20.

Dyersburg, Tenn.—Dyersburg Bcstg. Co.'s application seeking cp for new am to operate on 1330 kc, 1 kw D, dismissed at request of attorney. Action Aug. 21.

Pasco, Wash.—Gerald Colkitt's application seeking cp for new am to operate on 800 kc, 250 w D, dismissed for failure to prosecute. Action Aug. 21.

Ponce, P. R.—Catholic U. of P. R. Service Assn.'s application seeking cp for new am to operate on 1420 kc, 1 kw unl., returned. (Dated wrong.) Action Aug. 21.

APPLICATIONS

Quincy, Calif.—James E. Doyle, 540 kc, 1 kw D. Post office address Rt. #3, Box 605. Roseburg, Ore. Estimated construction cost $19,344, first year operating cost $26,000, revenue $35,000. Mr. Doyle is former pres.-66.6% owner of **KVWC Vernon, Tex.** Filed Aug. 17.

McRae, Ga.—Radio Telfair, 1410 kc, 1 kw D. Post office address % Miles H. Ferguson, Box 1640, Columbus, Ga. Estimated construction cost $29,219, first year operating cost $48,000, revenue $52,000. Principals are equal owners **Allen M.**

Continues on page 115

Florida Independent
$75,000.00

A profitable coastal independent covering one of the great growth markets of Florida. Due to favorable circumstances this property can be financed with $21,000 down and the balance out over 5 years at 5% interest.

Negotiations • Financing • Appraisals

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.	ATLANTA	CHICAGO	SAN FRANCISCO
James W. Blackburn Jack V. Harvey	Clifford B. Marshall	Ray V. Hamilton	William T. Stubblefield W. R. Twining
Washington Bldg. Sterling 3-4341-2	Healy Bldg. Jackson 5-1576-7	Tribune Tower Delaware 7-2755-6	111 Sutter St. Exbrook 2-5671-2

PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices
1735 De Sales St., N. W. ME. 8-5411
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 4-2414
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

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RADIO

Help Wanted

Managerial

Sales manager—strong on sales. Major independent, Baltimore, has real financial opportunity to offer right man. Please write fully and availability. Box 631A, B•T.

Commercial manager, strong on local sales, train and assist other salesmen. Competitive market experience. Salary, commission, override. Can invest. Send resume and photo. Box 643A, B•T.

Little Rock, Arkansas—KOKY—New all-negro programmed station staffing—need 2 experienced white men for executive positions—program director—assistant manager and sales manager—accepting applications through September 15—if you like money and want to move up with rapidly expanding organization send complete resume and photograph first letter or application not considered. John McLendon, Box 1956, Little Rock, Arkansas.

Indianola, Miss. WNLA needs manager-salesman immediately. Only station in city of 6000. Salary and override to right man. Excellent staff and facilities. Present manager being transferred to larger operation. Send resume and photograph to W. L. Kent, Box 523, Greenville, Mississippi.

Wanted: Ambitious sales manager for WWOC, Manitowoc, Wisconsin, immediately. Wire, write or phone.

Salesmen

Wanted—live wire salesman to cover the Scranton and Wilkes-Barre, Pa., area. Prefer salesman presently employed in this market. No drifters; your experience will write your ticket. Box 450A, B•T.

Self-starting salesman for California coast local. Draw against commission. Potential earnings $8,000 to $10,000. Send photo, experience, references. Box 626A, B•T.

For a good experienced solid salesman, we offer high earnings and advancement on a good solid basis. Box 630A, B•T.

RADIO

Help Wanted—(Cont'd)

Salesmen

Davenport's music and news daytime station needs another top saleman to develop the fastest growing local station in the nation's 88th market. Your first application must have picture, references: Your sales record in radio, and other qualifications. We are ready for quick action . . . write today to Lester L. Gould, Manager, KFMA, Broadcasting Company, Box 457, 415 Perry Street, Davenport, Iowa.

Immediate opening for optimistic, hustling salesman. Real opportunity. Independent daytimer exclusive in small city. Good trade area. Active accounts, good prospects. Submit complete information to Manager, KOFO, Ottawa, Kansas.

Salesman who likes selling. Ideal opportunity for aggressive, ambitious man. Guaranteed salary and opportunity for advancement. Apply to Sam Phillips, WARK-CBS, Hagerstown, Maryland.

Opportunity knocks for a young aggressive salesman. 5000 watt station in expanding market. Opportunity for progress and permanency. Send background, income requirements, photo to WEAV, Plattsburg, N. Y.

Experienced salesman. $75.00 per week, plus commission. Bob McKay, WKRM, Columbia, Tennessee.

Progressive radio-vhf tv operation accepting applications for salesmen. Full details and picture with first letter. Salary and commission. WJTV, Box 8187, Jackson, Mississippi.

Account executive for music-news. Guarantee $150.00 per week (not draw), or 15% whichever is greater. No ceiling on earnings. Number one Pulse station. No restricted list. Two other salesmen presently making $12,000 per year. Send full information to WLLY, Richmond, Virginia.

An experienced salesman who will assume the position of commercial manager in six months in a 5000-watt station, top-rated in a New England market of 150,000. Starting guarantee of $125.00 weekly against 15% commissions. Good house accounts assigned immediately. Two years successful experience will enable commercial manager to participate in ownership of station. Send complete background, references and picture to Box 1522, Worcester, Mass.

Announcers

"Hillbilly disc jockey," a great independent, will hire great hillbilly personality with proven audience and selling record. Box 490A, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

Country-western DJ for one of the nation's hottest medium-sized market radio stations. Must have ability to handle program with nation-wide recognition. Should know his music, be able to handle interviews with top western stars and be able to handle mail pull copy. Starting salary open, must be experienced. No drifters or floaters wanted. Outstanding working conditions. Box 558A, B•T.

Negro disc jockey. Fine opportunity open for man who can pitch. Write Box 561A, B•T.

Announcer for radio and 4th year tv operation. Fine community, fine company, seeking applicants who can sell on the air. Tape, photo, resume. Box 564A, B•T.

Immediate opening in central Florida station for experienced, versatile disc jockey-announcer. Must be strong on news and showmanship. Salary plus talent. Paid vacation. Send tape audition. All applications must include letters of reference. Send full details to Box 595A, B•T.

Wanted by NBC outlet northeastern Pennsylvania. A top-notch announcer who knows music and has real sell-ability. Send tape and pertinent information to Box 606A. B•T.

Wanted a combo man. Must have announcing ability and 1st phone. New music and sports station. This station less than 80 miles from metropolitan Los Angeles. Good salary. Box 612A, B•T.

Wanted—Glib DJ with sparkle and pep, bright and breezy, adlib with flow and momentum, clever quips, novel record intros wanted by station in Ill., Mich., Wisc., Upper N. Y. state, Penna. area. $125. Box 639A, B•T.

Announcer with first phone. Chance to attend college, if desire. Need ability to handle news and music. Wire or phone KARE, Atchison, Kansas.

Top pay for two top announcers with 1st class tickets and good straight announcing ability to run DJ show. No engineering or maintenance. 5 kw music and news independent. Send tape and letter to Bob Rohrs, Owner, KJAY, Topeka, Kansas.

Immediate opening for good experienced personality disc jockey in the capital city of Nebraska, 125,000 population market. Top money for the right man. Airmail tape and letter to Larry Getchell, KLIN, Radio, Lincoln, Nebraska.

Little Rock, Arkansas—new negro station—KOKY staffing—need 4 negro DJ's R&B and religious—accepting applications through September 15—send details, experience, and picture first letter—John McLendon, Box 1956, Little Rock Arkansas.

Combination sportscaster-salesman by West Coast network affiliate. All major sports plus some selling and servicing. Tape and full particulars to KPUG, Bellingham, Washington.

Two top-notch combo men being transferred into our tv. Need men of equal calibre to replace them immediately. Must have first phone. Send tape and resume to Ed Mosley, KREM, Spokane, Washington.

Have opening for experienced staff announcer at 5000 watt NBC station. One of the finest stations in the midwest. Airmail audition tape, photo, background information, references and salary expected to Jerry Fahrenbruch, Chief Announcer, Radio Station KVGB, Great Bend, Kansas.

Vermont's only tv-am operation opening for radio announcer with lively personality and interest in creative programming. Salary commensurate with ability. Tv talent opportunities. Tape experience and references to W. C. Dow, WCAX, Burlington, Vermont.

Wanted: Announcer with first class license. Write or phone Ed Allen, WDOR, Sturgeon Bay, Wisconsin.

Wanted: Experienced announcer; strong on play-by-play sports. Radio Station WEAV, Plattsburg, New York.

Wanted—Settled announcer holding first class license permanent position with benefits. Send tape and full particulars, WEED, Rocky Mount, N. C.

Immediate opening for seasoned top-flight announcer. DJ plus play-by-play football and daily sports show. Permanent. Send tape and resume. Production Manager, WENY, Elmira, N. Y.

WFNC, Fayetteville, North Carolina, needs good announcer. No night work. Person from southeast preferred. Good working conditions. Write giving educational background, experience and biographical sketch. Send tape of news and short record show.

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RADIO

Help Wanted—(Cont'd)

Announcers

Wanted immediately, experienced morning music man, ability to work with music library, programming. Fast growing industrial-university community. Salary open. Reply WGAU, Athens, Georgia.

Growing in ratings and revenue. We need the right man to grow with us . . . strong announcer-DJ who can sell and be sold . . . knows all kinds of music and can program it with variety and taste for afternoon audience. No rock and roll. Solid background, mature style, pleasing personality . . . everything first letter . . . interview later. News, commercials, DJ on 7½-15 minute tape. $4,000 plus. Mal Morse, WICH, Norwich, Connecticut.

Experienced, top-notch, DJ-newsman. Top salary for small market. Must be ready to go immediately. Call MCT, WICY, Malone, New York.

Opening for experienced announcer. Bob McKay, WKRM, Columbia, Tennessee.

Announcer with minimum of one year commercial experience. Will not consider recent graduate or AFRS alumni. Desire man with mature voice and judgement for staff work which can lead to position of executive responsibility. Company operates several stations. All applicants must have car. Play-by-play sports experience an advantage. Reply by phone your expense to Manager, WLSH, Lansford, Pa.

Immediate opening: Fulltime announcer wanted by central Pennsylvania university town station. Write, call, or write Station Manager, WMAJ, State College, Pennsylvania.

Opportunity for experienced announcer who does all around excellent job with DJ, commercials, news. Winning personality, selling voice to build shows. Send tape, resume to WMIX, Mt. Vernon, Illinois.

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RADIO

Help Wanted—(Cont'd)

Announcers

Florida fulltime network station needs good announcer-engineer with 1st ticket, capable of maintenance. Lovely, fast growing town, famous South Florida ocean beaches. $85 week to start. WSTU, Stuart, Florida.

Technical

Southeastern regional needs competent engineer-announcer. Pleasant locality in up-and-coming area. Excellent equipment and working conditions. Send tape. Write giving experience and desired salary. Box 517A, B•T.

Chief engineer, with accent on maintenance and preferably with some announcing experience, for a remoted operated 250 watt independent in major southeast market. Excellent opportunity for right man. Please furnish references. Box 519A, B•T.

Help wanted: Immediate opening transmitter-engineer . . . first phone . . . in Wisconsin's vacationland. Box 527A, B•T.

Wanted—engineers with first and second phone licenses. Salary will depend on qualifications and experience. Range $61.50 to $105.00 per week. Radio and television jobs available immediately. Experience not required. Write Box 529A, B•T.

Top engineer wanted. Thoroughly experienced chief engineer for remote controlled station. A chance for freedom of operation and good salary in return for 100% efficient engineering operation. Apply only if you're sure you can handle everything between the mike and antenna and enjoy everything connected with radio and engineering. Complete details to Box 560A, B•T.

Studio technical personnel for radio and television operation in midwestern metropolitan market. Radiotelephone first license required. Very best of equipment, and excellent employee relationship. State experience, education, draft classification and provide a recent snapshot. Box 593A, B•T.

Wanted—first class engineer who can serve as disc jockey. Send picture and state experience. Box 638A, B•T.

Chief engineer-announcer, southern California indie. Excellent market, fine opportunity and wage set-up. Contact Fred D'Angelo, KCSB, San Bernardino, California.

Chief engineer for combo work 40 hours weekly. Salary consistent with combo work experience. Apply KNOG, Nogales, Arizona, immediately.

RADIO

Help Wanted—(Cont'd)

Technical

Combination man with first class ticket. Should be able to do mike work. Good opportunity with new station. Contact R. Thomas Gibson, KZEE, Weatherford, Texas.

Engineer, announcer 250 watt independent 90 miles from New York. Must be able to maintain station and do good announcing job. Salary commensurate with ability. Write Manager, WDLC, Point Jervis, New York.

Man with first license, some announcing, transmitter and studio maintenance. Car. Will consider straight operator. Salary open and will depend on ability and experience. A good opportunity for family man to settle permanently in a growing community of 15,000 in the northern Shenandoah Valley. Contact Station Manager, WEPM, Martinsburg, West Virginia.

1st class engineer wanted—possibility of becoming chief of day and night station. Contact Chief of WGSM, Huntington, Long Island.

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Please send me your free booklet, telling how I can get my FIRST CLASS FCC license quickly. I understand there is no obligation and no salesman will call.

Name_____

Address_____ City_____ State_____

RADIO

Help Wanted—(Cont'd)

Technical

WINR, Binghamton, N. Y., needs man with first class radiotelephone license. Write WINR, 58 Exchange Street, Binghamton, N. Y. Phone 4-5231.

First class engineer to maintain 500 watt directional. Bensman, WSHE, Sheboygan, Wiconsin.

WTOC, 5kw directional, Savannah, Georgia, needs first class engineer. Send complete qualifications, references and photograph to Chief Engineer.

1st phone engineer. Chance for advancement, send full details to Dan Williams, WVOT, Wilson, North Carolina.

Wanted: Engineer-announcer combination around September 1st. Pleasant working conditions, top pay for right man. Call Ed Wilson, Orange, Va., 7263, collect.

Programming-Production, Others

Program director. Top-rated news and music station in large Ohio city. Solid background in pop music and news, with ability to supervise personnel essential. Exceptional opportunity. Unless you have proven record as assistant program director or program director in big-time, independent operation, do not apply. Confidential. Box 537A, B•T.

Sales promotion manager. Fine opportunity open for young man able to type and draw with good ideas for radio promotion. Write Box 562A, B•T.

Newsman-experienced desirable. Emphasis on delivery. Morning shift after break-in. WHHH, Warren, Ohio.

Situations Wanted

Managerial

I'm no magician but—if you have the facilities and a market, I can make your station pay off. Top ratings in 90 days. Over 20 years operating experience. Presently gainfully employed but seek a market half million or more. Moderate salary plus percentage of gain. Box 502A, B•T.

RADIO

Situations Wanted—(Cont'd)

Managerial

Manager: Investigate before you invest! Factual outline, administrative and personal sales record; bonafide details and figures; top accredited industry reputation; substantial local/national sales know-how business getting ability. On your desk—at your request! Nothing to lose. Confidential. Box 518A, B•T.

Successful manager wants Alabama, Georgia or northeast Florida. Excellent salesman, administrator and 1st class engineer. Box 580A, B•T.

Manager—long experience in radio management seeking connection as station manager. Know and prefer southern market. Strong salesmanship, showmanship. Plenty know-how, energy, gets things done. Excellent character and references. Box 589A, B•T.

Manager with outstanding sales and programming record is interested in association with midwest major market or medium market independent as sales manager. Present earnings in five figure bracket. Will also consider stock option program in lieu of certain salary considerations. Only stations seeking permanent and long term sales management need apply. I am a family man who is interested in making a lifetime connection in a market in excess of 50,000 in the midwest. Box 596A, B•T.

Experienced general manager—am-tv—currently heading top-rated small market network operation. Have fine New York-Chicago agency and advertiser contacts. Want to relocate with progressive operation seeking first-rate sales results and economical operation. Box 617A, B•T.

Top-flight general manager available immediately. Industry veteran with excellent working knowledge of all phases of radio and television. Looking for medium to medium-large market where I can build your sales from red to black in a short time (have one of the finest sales records and pride myself on sharp economical operation). For complete details and background, Write Box 618A, B•T. Confidential.

RADIO

Situations Wanted—(Cont'd)

Managerial

Well known radio executive leaving present post. Would like thriving, competitive medium market, where sales knowhow and sharp programming will pay dividends for both you and myself. Have finest industry references and top record. Write Box 619A, B•T.

Manager. Experienced independent and network. Small or medium midwest market, Box 623A, B•T.

Manager with go-getting sales ability proven record, contagious enthusiasm for radio plus chief engineer. Moderate salary, plus percentage. Best character, technical and other references. Box 628A, B•T.

Salesmen

Commercial manager. High calibre salesman, as good as the opportunity, no better. Announcer, first class license, if necessary. Box 587A, B•T.

Salesman-sportscaster. Career radioman, 25, married, vet, college graduate. High salesman 7 of 9 months at southwestern kilowatt. Desire sales-sports combination. Substantial, solid midwestern, eastern operation. Now $470 medium market. Box 601A, B•T.

Bargain hunters, please note—here's a two for the price of one deal that you can't afford to miss. Salesman-announcer with 10 years sales experience, recent broadcasting school graduate, presently employed. Will work on sales commission, no salary required. New York, New Jersey, Connecitcut, Pennsylvania. Box 614A, B•T.

Announcers

Sportscaster: Excellent play-by-play. Top rated television and radio sports shows. Desires good sports television and/or radio station position. News and special events. On-camera commercials. Presently employed. Box 293A, B•T.

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Contact John Birrel, Employment Counselor, for immediate details.

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RADIO

Situations Wanted—(Cont'd)

Announcers

Former singing DJ, 50,000-watt radio; show business background; family man; presently employed staff announcer; 3 years experience. Interested in permanent position tv or radio as staff announcer, staff singer, possible kiddie show. Box 346A, B•T.

Country DJ. Guitar-wardrobe. Other phases announcing. Third. Progressive low turnover only. Available Sept. Box 464A, B•T.

Seven years experience, play-by-play. Sports director and staff. Two years sales. All phases. Married, vet. Box 524A, B•T.

Eight years midwest radio-tv. Excellent morning man . . . commercials . . . news. Larger market wanted. Best references . . . family . . . sober. Might travel. Box 584A, B•T.

Experienced announcer-radio and television. Versatile, mature, reliable. Strong on news, commercials. Highest references. Seeking good market, preferably northeast. Box 585A, B•T.

Experienced enthusiastic DJ. Build good balanced record shows for morning, afternoon or night. Have fast moving alert morning with personality and top rating. Excellent delivery on commercials. Make personal contact with sponsors. Idea man. Family man. Clean habits. Top salary. Tape and photo on request. Box 586A, B•T.

Top negro DJ would like afternoon or night show. Commercialist, college. Will travel anywhere. Available now. Age 22. Box 592A, B•T.

Negro DJ want second chance: Have good personality, very dependable. Box 594A, B•T.

Good, versatile voice with school background. Looking for good spot. Box 597A, B•T.

Prefer women's news and especially commercials. Inexperienced but very willing to learn. Location optional. Box 598A, B•T.

Combo man: Presently employed. All phases, radio. Experienced scanner, projector man. Some television board, camera operation. Desire southwest or west. Box 602A, B•T.

8 years experience. Seeking employment with top station that realizes full value of successful personality show. 27 and looking for a permanent —and I mean permanent position. Box 607A, B•T.

Recent broadcasting school graduate with first phone license seeks position at small northeast station. Age 24, single, veteran. Interested in all phases of radio. Experience, not wages, prime factor. Box 610A, B•T.

Experienced DJ-announcer. Currently with top-rated medium market eastern station. Seeks relocation with progressive operation. Thorough knowledge all phases. Finest references. Box 611A, B•T.

Experienced staff announcer—excellent news commercial any way you want—pleasant jockey want a start at sport station. Play-by-play. Box 620A, B•T.

Negro rock and roll record spinner—convincing commercialist—experienced, veteran, will travel, tape available Box 621A B•T.

Experienced announcer - DJ - writer, thorough knowledge programming, production, desires major market northeast. Authoritative news, relaxed, informal DJ, sincere commercial delivery. Box 622A, B•T.

New England announcer, two years experience in deejay, news, commercials, seeks personality job in Connecticut, New York, Pennsylvania, New Jersey. Box 624A, B•T.

Announcer: 3 years experience; married; want progressive operation to settle, learn, and earn, Box 627A, B•T.

Announcer-salesman, presently employed production department network-owned 50kw. Desire air experience with aggressive small station. Prefer Minnesota, consider all. Box 629A, B•T.

Experienced announcer—well schooled in all phases of both radio and television—proven sales ability—references—prefer State of Michigan. Box 634A, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Negro announcer-engineer-1st class phone strong on interviews, production of public service programs. Experienced also in copywriting. Box 637A, B•T.

Experienced staff announcer, married, family, wishes to relocate in Florida but will consider any reasonable offer. Strong on all phases radio and television. Box 640A, B•T.

Staff announcer. Broadcasting school graduate. Strong on narration, news. Joe Baisc, 2607 N. Lamon Avenue, Chicago 39, Illinois. Berkshire 7-9289.

5 years radio. 1st phone. Excel—announcing, continuity, programming, news. Some sports. No maintenance. Absolute minimum $90, forty hours. Prefer west, southwest, northwest, consider all areas. Married. Guy Christian, Bel Aire Motel, Highway 6, Sterling, Colorado.

DJ, copywriter. 3 years experience. Available immediately. Bob Ferris, 630 Dumont Ave., Brooklyn 7, N. Y. HYacinth 8-1075.

Qualified announcer with 3rd class ticket . . . theatrical background . . . broadcast graduate with experience desires southern California job. Stable family man. Woody Jay, 910½ North Virgil Ave., Los Angeles, California.

Colored female: Young, aggressive; familiar with all phases of radio. Available immediately. Z. Palmer, 7948 Wabash, Chicago, Ill.

Technical

Engineer, 28, desires chief engineer, or chief-manager position. Have chief, am-fm experience, remote operation. College and technical schooling. Formerly engineer with national known company. Box 599A, B•T. Desire position in southeast.

Chief engineer, announcer, sales, continuity, news, heavy local programming. TE 5634. 5942 Goodwin, Dallas, Texas.

Programming-Production, Others

Program director, other supervisor. 9 years experience radio-tv. Presently employed responsible position major 50kw. Would like to put my experience and knowledge to work for good small station. Young man, single. Box 582A, B•T.

California stations attention . . . news editor . . . woman . . . now employed . . . would relocate in your state where she was born. Box 603A, B•T.

Radio-tv newsman: Six years experience (3 radio, 3 tv). Presently news director 100,000 watt vhf-tv. Can do outstanding job both gathering news and on-the-air reporting. Tape, pic, background on request. 26, married. Box 609A, B•T.

Dreamer and realist seeks production and copy experience radio or tv. Vet, 27, September grad BA, cum laude: English; music; drama. Tape, resume, photo. Box 641A, B•T.

TELEVISION

Help Wanted

Salesmen

Wanted: Tv times salesman, in the nation's fastest growing market. Must have sales experience however tv experience is not necessary. Liberal salary, draw and commission. Contact Mike Kitay, KTVR, Denver, Colo., or Hugh Larue, WINS, New York.

Top-notch salesman for top-notch tv station in rich market. WFMY-TV, Greensboro, North Carolina, wants to hire a man of high calibre, excellent sales record, good character, keen judgement and pleasant personality, to represent station as account executive. Substantial base salary plus good commission. Send detailed information and small photo. WFMY-TV operation and Greensboro market will pleasantly surprise you. Position available immediately. Send attention Commercial Manager.

Announcers

Experienced announcer for large eastern network affiliate. Straight commercial announcing and booth work. Give full resume and expected salary. Box 483A, B•T.

Announcer-director. Commercial vhf has immediate opening for on-camera announcer with directing background. Must have commercial experience. Salary open. Send resume, picture, tape and salary requirements to Program, Director, KOMU-TV, Columbia, Missouri.

Good commercial announcer needed immediately. Must have commercial broadcasting experience. Send resume, complete with tape and photo, to Charles J. Carey, WNEM-TV, 814 Adams Street, Bay City, Michigan.

Technical

Have immediate opening for transmitter operator. Duties will also include remote television pick-ups. Full details first letter. Box 520A, B•T.

Kinescope operator for major metropolitan station, top salary, liberal benefits, good secure future. Box 583A, B•T.

Have immediate opening for transmitter operator. Northwestern Pennsylvania. Duties will also include remote television pick-ups. Full details first letter. Box 613A, B•T.

Transmitter engineers for aggressive vhf, DuMont experience preferred, however will consider any man with good technical background. Send details, schooling experience, family status, photo, salary, Chief Engineer, KERO-TV, 1420 Truxton Ave., Bakersfield, California.

Studio video technician, permanent position. Give experience; especially maintenance. Salary expected, and recent snapshot. KRMA-TV, 13th & Welton Streets, Denver, Colorado.

WTOC-TV, Channel 11, Savannah, Georgia, needs first class engineer. Send complete qualifications, references and photograph to Chief Engineer.

Programming-Production, Others

Experienced continuity writer for large eastern network affiliate. Forward copy samples and complete resume with salary requirements. Box 508G, B•T.

NEED THREE HEADED DISC JOCKEYS

Means just that! Must have mental capacity—originality—and alertness because you'll find that things are always "right side up" on the STORZ STATIONS.

The STORZ STATIONS are expanding again. WQAM-Miami has just joined the fold KOWH-Omaha; WTIX—New Orleans; WHB-Kansas City and WDGY-Minneapolis are all *the* TOP RATED stations in their respective markets. We need strong personalities for several of our markets to cover the expansion. TOP PAY to TOP MEN. If you're interested only in the "sunshine of Miami" or the "leisurely living" of New Orleans, save your time and ours by contacting the Chamber of Commerce in those cities. But, if you're interested in joining the NUMBER ONE FAMILY of independent stations—send a representative tape with a short resume of your background. If you sing over records or whistle while humming counterpoint at the same time—let us hear it. All tapes returned promptly.

MAIL TAPES TO: Todd Storz-President

THE STORZ STATIONS

Kilpatrick Building

Omaha, Nebraska

TELEVISION

Help Wanted—(Cont'd)

Programming-Production, Others

Experienced news photographer for local sound and silent coverage. Must be able to process small amounts of news footage. Some newswriting experience helpful. State salary requirements with resume. Box 509G, B•T.

Experienced tv continuity writer wanted immediately. Opportunity to grow with young, full power vhf net station in rich market. Need person with tv know-how and originality. Excellent opportunity for right person. Box 590A, B•T.

Tv traffic department. Excellent opportunity to build long-range career with one of California leading broadcasters. Typing 55wpm. Shorthand helpful, experience tv traffic preferable. Age 19-35. KCRA-TV, 310 Tenth Street, Sacramento, California. Hudson 1-4631.

Opening at once in traffic and copy departments. Man or woman acceptable. Mail resume and references to operations, KHAS-TV, Hastings, Nebraska.

Girl Friday for Colorado Springs sales office KKTV. Secretarial experience and outside sales service work; copywriting ability desirable. Excellent opportunity in pleasant climate. Send full details Catharine Bailey, Station KKTV, Colorado Springs, Colorado.

Excellent opportunity for alert promotion man. WFMY-TV, Greensboro, North Carolina, needs a promotion director. Must have experience in radio and/or television. Job entails supervision as well as execution of newspaper advertising, program, station and market promotion in trade press, on the air promotion, research and develop sales promotion aid. This is a 3-person department in a progressive station. Send full details on training and experience, along with photo.

Expanding operation needs cameraman, projectionist, announcer-news man. Write Program Director, WHTN-TV Huntington, West Virginia.

Situations Wanted

Managerial

Television manager available. Finest sales record. Seeking progressive operation that needs sales boost. Full details, write 616A, B•T.

Top-flight general manager available immediately. Industry veteran with excellent working knowledge of all phases of radio and television. Looking for medium to medium-large market where I can build your sales from red to black in a short time (have one of the finest sales records and pride myself on sharp economical operation). For complete details and background, write Box 618A, B•T. Confidential.

Announcers

Experienced tv announcer, director, writer, air personality. Presently employed. Seeking permanent position with progressive station emphasizing live programs and commercials. Box 500A, B•T.

Technical

Engineer, 9 years am, fm, 2½ years tv transmitter. Also interested in tv studio operations. Best references. Prefer western states. Box 588A, B•T.

Engineer, vet, desires tv transmitter, studio work. Have chief engineer, am-fm experience. Formerly engineer for national known corporation. Technical and college training. Desire position in southeast. Box 600A, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Programming-Production, Others

CBS newsman in major market looking for tv opportunity, air work, writing, administrative. Will relocate. Box 396A, B•T.

Program director, air personality, writer. Solid tv programming-production background. Presently employment. Desire PD position small to medium market. Replies promptly acknowledged. Box 501A, B•T.

Attention tv newsrooms: Top-notch news reporter desires change. Fifth year with same national sponsor, preparing and delivering their television news strip across the board in major eastern city. Ten years radio experience—38—married. If you can afford to pay for outstanding news presentation—let's talk things over. Box 604A, B•T.

Tv producer-director: 3 years with 100,000 watt vhf-tv. Experienced producer-director, switcher, cameraman . . . learned the hard way, by doing it! 26, married. Will make change to move back to midwest. Available October 1st. Box 608A, B•T.

Capable, conscientious, cameraman floorman. Married. Experienced all studio operation. Best references. Box 615A, B•T.

Ten years experience, all phases, radio and tv, announcer, production, programming, sales, film, traffic . . . veteran, 29, married, university graduate . . . will relocate . . . seeks good position with permanent future. Box 625A, B•T.

Director-producer with musical and dramatic background, 3 years experience with major midwest network affiliate wishes to relocate with progressive station in larger market. Box 632A, B•T.

FOR SALE

Stations

Florida secondary market, coastal, $39,000 total, $14,000 will handle. Paul H. Chapman Co., 84 Peachtree, Atlanta.

Major market suburban station, recent months netting $2,000 each, priced at $90,000—terms available to responsible parties. Paul H. Chapman, Atlanta.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Also two Florida stations, both under $65,000.00. Both need good owner-managers. Terms can be arranged. See John Hanly.

Eastern fulltime, grossing around $125,000.00. Operating costs, $100,000.00. Combo operation. Asking $130,000.00. Terms open. See John Hanly.

Northeastern fulltimer. Excellent for owner-manager. Small market, small operation with good lease situation. Low overhead, breakeven operation. Asking $42,500.00, at least 50% down. See John Hanly.

Southeastern fulltime, combo operation. Staff of nine. Grossing about $65,000.00, asking $53,000.00. $18,500.00 down with land and building, or $43,500.00 without. $15,000.00 down. See John Hanly.

New England daytimer, single market. Established station in black. Asking $48,000.00, all cash. See John Hanly.

Eastern fulltime. Gross around $125,000.00. Operating costs, $100,000.00. Salaries, $52,000.00. Excellent frequency. Asking $125,000.00, $50,000.00 cash. See John Hanly.

FOR SALE

Stations

For the best station buys in the east and south. Call John Hanly, 1737 De Sales Street, N. W., Washington, D. C. EXecutive 3-2185.

Equipment

RCA TT-5A high band transmitter, factory converted to air cooling. Box 532A, B•T.

6 walnut wall schedule boards, divided into 15 minute segment for an 18 hour day. Box 581A, B•T.

Minitape tape recorder . . . over the shoulder portable 7½" battery operated in first class condition. Looks and runs like new. Has been used tops of 50 hours and probably less. Cost $265. First check for $165 delivers this ready-to-operate professional portable complete with microphone and battery charger. General Manager, WACE, Chicopee, Mass.

For sale—150 ft. self-supporting IDECO tower, insulated. Call or write WARK, Hagerstown, Maryland.

REL type 695 50 watt transmitter and receiving units. Whipe and receiving dipole, 35 ft. windup mast and trailer. Now operating on 153.11 meg. Contact WCEC, Rocky Mount, N. C.

For sale: Used Western Electric 451-A-1 250 watt am transmitter. Would be ideal for Conelrad use. Two 1240kc crystals and spare tubes included. Contact Radio Station WEBQ, Harrisburg, Illinois.

Gates 250-A transmitter, complete with crystals for 1240 kilocycles. Lots of spare tubes. First $350.00 gets it. F.O.B., LaGrange. Ed Mullinax, WLAG, La Grange, Georgia.

For sale: Scully disc recorder, late model manually operated machine, excellent condition. Also, Model 200 Ampex tape machine, 30 and 15 inch speed. Address WSM, Inc., Nashville 3, Tenn. Attention: Technical Director.

Keep working capital free. Lease needed studio, transmitter, office fixtures, aircraft, autos, etc. Anywhere U. S. A. Gene O'Fallon & Sons, Inc., 639 Grant, Denver. AM 6-2397.

Stabilene. Automatic voltage regulators . . . brand new—in original cases. Type EM 6210Y—electromechanical. 10KVA. Nominal output: 230 volts, 3 phase. Input voltage range: 195-225 V. 50/60 cycles, 3 phases. Output voltage range: 220-240 V. Output current: 25 amps. Mfg. by: Superior Electric Co. Our price, $495.00 each, F.O.B. Jersey City, N. J. Surplus Merchandise Dealers, 408 Communipaw Ave., Jersey City, Zone 4, New Jersey.

Best offer takes insulated self-supporting 150 ft. tower. Call REpublic 7-8000, Washington, D. C.

Magnecord M81CX used 50 hours, new condition, $525.00. Ampex 450B brand new, $575.00. Berlant TWR-2, used 35 hours, new condition, $395.00. Box 221, Lebanon, Tennessee.

688' guyed 40lb windload tv tower complete with "A5" lighting, ladder and guys. National Steel Erectors Corp., P. O. Box 1612, Muskogee, Oklahoma.

WANTED TO BUY

Stations

Corporation with management experience and limited capital wants to buy small market broadcast station. Replies confidential. Box 511A, B•T.

Private sales. Dignified personal service. Texas, Colorado, Oklahoma, Arkansas, Kansas, Missouri. Ralph Erwin, Licensed Broker, 1443 South Trenton, Tulsa.

Equipment

Wanted: One used live camera chain. Prefer field power supply and control unit. Box 525A, B•T.

Wanted: Used RCA BC-2B or GE BC-1-A console in good condition. State price. Box 550A, B•T.

Wanted—used kilowatt transmitter, cheap; 20,000' ground wire; 180' tower. All details first letter. Box 605A, B•T.

Cash for self-supporting tower suitable am between 360 and 410 feet. KBRO, Bremerton, Washington.

I have an opening for a capable, experienced, hard-hitting Sales Manager. Salary and override. Must be able to furnish references as to integrity and performance. Apply

Box 644A, B•T

WANTED TO BUY

Equipment

Wanted: Used noise and distortion meter complete with R.F. detector, also oscillator in good condition. WBKH, Hattiesburg, Mississippi.

Fm transmitter and monitor. 1, 3, or 10 kilowatt. Prefer GE or RCA. Also transmitter remote control equipment. Box 221, Lebanon, Tennessee.

Miscellaneous

Emil Anderson former of WDEH, Sweetwater, Tennessee, wanted by Stuart Underwood, KDKD, Clinton, Missouri.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. B, 821 19th Street, N. W., Washington, D. C.

FCC first phone license. Start immediately Guarantee coaching. Northwest Radio & Television School, Dept. B, 1627 K Street, N.W., Washington, D.C.

FCC first phone license. Concentrated speed course. New class begins September 17th. Monty Koffer, 743 Hendrix Street, Brooklyn 7, N. Y.

RADIO

Help Wanted

Managerial

NEW YORK REP

Seeking working partner, preferably one with station connections.

Write in confidence to:

Box 636A, B•T

Programming-Production, Others

RADIO PRODUCTION MANAGER WANTED

We're looking for a man to fill a big job at a great clear channel radio station. We want a production manager. He must be resourceful, energetic and creative. He must know how to administer a large staff of experienced broadcasters and production people. He must be able to handle the problems of live musical variety, farm, news and recorded music programs. He must be able to cope constructively and imaginatively with the problems of a competitive, big-city market.

The man we're looking for must have had station experience, and a lot of it. No air work required for this job. We'll pay good money to the right man, and the opportunities for advancement are unlimited. Send complete information on your experience, education and capabilities. Also a small photo. Replies confidential.

Box 635A, B•T

RADIO

Situations Wanted

Managerial

GENERAL MANAGER

. . . with 20 plus years of excellent experience with two top flight major market stations. Knows programming, sales management, promotion and agency - representative contacts. Have a proven record and excellent references.

Box 572A, B•T

Announcers

Veteran announcer seeks opportunity to do morning clock tie-in show for progressive station. Solid commercials, good habits, best references.
Also, tremendous experience behind mike other phases of broadcasting. Now employed top net station large market. Salary plus. No floater, married, educated, reliable.

Box 633A, B•T

FOR SALE

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

FOR SALE

1—TTU 1B Transmitter (Channel 53)
1—TK20D Film Camera
1—TK34 Flying Spot Scanner
All RCA Equipment. Very slightly used. Make offer. Write
Box 642A, B•T

MISCELLANEOUS

NOTICE

One Shure Microphone, Model 300. Ser. 2642
Two Altec Microphone System Model M20, Ser. 1129 and 1130
One Electro Voice Filter-type Microphone
One Electro Voice Microphone slim-line-type
One McIntosh Amplifier, Model 150A, Ser. 7216
Two General Electric Amplifiers, A1320
These items were stolen from Recordex, Ltd., Suite 207, Mining Exchange Building, Denver 2, Colorado.
Any information of the above listed items should be sent to this office or to Detectives G. E. Tovrea or G. F. Curnow, Detective Division, Police Department, City of Denver.

FOR THE RECORD

(Continued from page 108)

Woodall, 50% owner of **WDAK Columbus, Ga.,** and 30% owner of **WGEA Geneva, Ala.; Miles H. Ferguson,** sales manager of WDAK, 25% owner of **WJHO Opelika, Ala.,** and 25% owner of WGEA; **W. Newton Morris,** 40% owner of **WMLT Dublin, Ga.,** and **George T. Morris**—father of W. N. Morris—60% owner of WMLT. Filed Aug. 20.

Athens, Ga.—Southeastern Bcstg. System, 1470 kc, 1 kw D. Post office address % James S. Rivers, P. O. Box 432, Cordele, Ga. Estimated construction cost $22,475, first year operating cost $36,000, revenue $60,000. Sole owner **James S. Rivers** owns **WMJM Cordele** and 90% of **WTJM East Point, Ga.** Filed Aug. 21.

Douglas, Ga.—Fernandina Beach Broadcasters, 1480 kc, 500 w D. Post office address 118 Atlantic Ave., Fernandina Beach, Fla. Estimated construction cost $13,550, first year operating cost $30,000, revenue $42,000. Principals are equal owners **Marshall W. Rowland** and **Carol C. Rowland,** husband and wife, owners of **WFBF Fernandina Beach.** Filed Aug. 20.

Sanford, Me.—York Bcstg. Co., 1220 kc, 1 kw D. Estimated construction cost $16,044, first year operating cost $35,000, revenue $40,000. Principals are equal owners **Melvin L. Stone,** 76% owner of **WRUM Rumford, Me.,** and 55% owner of **WGHM Skowhegan, Me.; Herbert S. Hoffman,** owner of **WBOS Brookline, Mass.; Roger N. Woodcock,** weekly newspaper interests; **Arnold W. Ginsburg,** employe, **WBOS Boston, Mass.,** and **Edward J. Tremblay,** 44% owner of WGHM. Filed Aug. 17.

Bellingham, Wash.—Haveman Bcstg. Co., 930 kc, 1 kw D. Post office address 1005 Key St., Bellingham. Estimated construction cost $16,132, first year operating cost $27,468, revenue $48,000. Sole owner **Donald T. Haveman,** is employe of **KRLC Lewiston, Idaho.** Filed Aug. 16.

APPLICATIONS AMENDED

Ormond Beach, Fla.—C. H. Packham's application seeking cp for new am to be operated on 1380 kc, 1 kw D, amended to change station location to Ormond, Fla. Amended Aug. 16.

Massillon, Ohio—Massillon Bcstg. Co.'s application seeking cp for new am to operate on 990 kc, 250 w D, DA, amended to make changes in DA pattern. Amended Aug. 20.

Abingdon, Va.—Burley Bcstg. Co.'s application seeking cp for new am to operate on 1230 kc, 250 w unl., amended to change ant.-trans. location; change studio location, and request remote control operation of trans. from studio location. Amended Aug. 20.

Milwaukee, Wis.—Beacon Bcstg. System's application seeking cp for new am to operate on 580 kc, 500 w unl., amended to make changes in ant. system. Amended Aug. 20.

APPLICATIONS RESUBMITTED

Franklin, N. C.—Macon County Bcstg. Co. resubmits application seeking cp for new am to operate on 1050 kc, 500 w D. Resubmitted Aug. 16.

Claremore, Okla.—Lakes Area Bcstg. Co. resubmits application seeking cp for new am to be operated on 1270 kc, 500 w D. Resubmitted Aug. 17.

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes
Over 1700 Successful Students

EMPLOYMENT SERVICES

FACTS ABOUT PEOPLE AND JOBS!

For radio, television, film and advertising, we specialize in referring qualified people to the jobs in which they can be of most value.

For best service, please be as complete as possible in your first letter or telegram.

Palmer De Meyer, Inc. Agency
50 East 42nd Street
New York 17, New York

Paul Baron, Director Radio-TV-Flm-Adv.
MU-2-3900

No advance registration fees.
Resumes invited from qualified people.

Existing Am Stations . . .

ACTIONS BY FCC

WORC Worcester, Mass.—Granted mod. of cp to make changes in DA-N. Announced Aug. 21.

KFEQ St. Joseph, Mo.—Granted mod. of license to change studio location. Announced Aug. 21.

KWRE Warrenton, Mo.—Application seeking cp to increase power from 500 w to 1 kw dismissed for failure to prosecute. Action Aug. 17.

KAIM Honolulu, Hawaii—Granted mod. of cp to change ant.-trans. location; make changes in ant. system (decrease height), and make changes in ground system. (Conditioned that program tests will not be commenced until **KIKI Honolulu** goes on other frequency and not licensed until KIKI is licensed on other frequency.) Announced Aug. 21.

CALL LETTERS ASSIGNED

KHEP Phoenix, Ariz.—Bamray Bcstg. Co., 1280 kc, 1 kw.

KHOT Madera, Calif.—Glomor Music Broadcasters, 1250 kc, 500 w.

KRKS Ridgecrest, Calif.—Ian S. Lansdown, 1240 kc, 250 w.

KDOO Ridgecrest, Calif. — Ridgecrest-China Lake Broadcasters, 990 kc, 1 kw.

KRAK Stockton, Calif.—Golden Valley Bcstg. Co., 1140 kc, 5 kw.

WCKR Miami, Fla.—Biscayne Television Corp., 610 kc, 5 kw. Changed from WIOD.

WSUZ Palatka, Fla.—Raymac Inc., 800 kc, 1 kw.

WJOE Ward Ridge, Fla.—Vacationland Bcstg. Co., 1570 kc, 250 w.

KFNV Ferriday, La.—Miss-Lou Bcstg. Co., 1600 kc, 1 kw.

WAMD Aberdeen, Md.—Harford County Bcstg. Co., 970 kc, 500 w.

WNIL Niles, Mich.—Lawrence J. Plym, 1290 kc, 500 w.

WMPT South Williamsport, Pa.—Jefferson Bcstg. Co., 1450 kc, 250 w.

WFWL Camden, Tenn.—Camden Bcstg. Co., 1220 kc, 250 w.

WTUC Union City, Tenn.—Obion County Bcstg. Co., 1580 kc, 250 w. Changed from WMES.

APPLICATIONS

KCRE Crescent City, Calif.—Seeks cp to change frequency from 1400 kc to 1240 kc. Filed Aug. 22.

KRSL Russell, Kan.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Aug. 21.

WAYE Dundalk, Md.—Seeks mod. of license to change studio location from 220 Dunkirk Bldg., Shipping Place, Dundalk, Md., to 32 W. 25th St., Baltimore, Md., and change station location from Dundalk to Baltimore. Filed Aug. 20.

WCER Charlotte, Mich.—Seeks mod. of cp (which authorized new am) to make changes in ant. system. Filed Aug. 21.

KGAC St. Peter, Minn.—Seeks mod. of cp to change trans. location from Gustavus Adolphus College Campus, St. Peter, to intersection of Grace St. and State Alternate Rt. #5, St. Peter. Filed Aug. 21.

KWRT Boonville, Mo.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Aug. 21.

KABQ Albuquerque, N. M.—Seeks cp to change frequency from 1340 kc to 1370 kc and change power and hours of operation from 250 w unl. to 1 kw D. Filed Aug. 22.

WHAM Rochester, N. Y.—Seeks authority to transmit football games from Aquinas Stadium, Rochester, to **CFPL London, Ont.** Filed Aug. 17.

WDRF Chester, Pa.—Seeks cp to increase D power from 1 kw to 5 kw. Filed Aug. 16.

WDAS Philadelphia, Pa.—Seeks cp to make changes in DA pattern. Filed Aug. 22.

WDEH Sweetwater, Tenn.—Seeks cp to increase power from 500 w to 1 kw. Filed Aug. 16.

KSEL Lubbock, Tex.—Seeks cp to increase power from 1 kw to 5 kw and change from DA-N to DA-2. Filed Aug. 20.

KEYE Perryton, Tex.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Aug. 22.

KDWT Stamford, Tex.—Seeks cp to change frequency from 1400 kc to 1390 kc; change power and hours of operation from 250 w unl. to 500 w D. Filed Aug. 22.

New Fm Stations . . .

APPLICATIONS

Los Angeles, Calif.—Coast Radio Bcstg. Corp., 93.9 mc, 16.7 kw unl. Post office address % Radio Station KPOL, 4628 Wilshire Blvd., Los Angeles 5. Estimated construction cost $7,500, first year operating cost $1,200. Applicant operates **KPOL Los Angeles.** Filed Aug. 16.

Ithaca, N. Y.—Cornell Radio Guild Inc., 101.7 mc, .173 kw unl. Post office address Willard Straight Hall, Ithaca, N. Y. Estimated construction cost $3,750, first year operating cost $4,604, revenue $10,000. Applicant is composed of students of Cornell U. Filed Aug. 20.

New York, N. Y.—General Bcstg. Corp., 104.3 mc, 18 kw unl. Post office address Box 374, Providence, R. I. Estimated construction cost $10,000, first year operating cost $17,500, revenue $25,000. Applicant operates **WTMH-FM Providence,** and **WDRC, WFMQ-FM Hartford, Conn.** Filed Aug. 16.

Existing Fm Stations . . .

ACTIONS BY FCC

KRCC (FM) Colorado Springs, Colo.—Granted cp to specify ERP as 165 w, ant. height *minus* 480 ft., and make slight changes in ant. system. Announced Aug. 21.

WGST-FM Atlanta, Ga.—Authorization canceled; pending application for renewal of license dismissed, and call letters deleted. (By request of station.) Action Aug. 20.

WFJL (FM) Chicago—Granted request to cancel license and delete call letters. Announced Aug. 21.

WHBF-FM Rock Island, Ill.—Granted cp to change ERP to 3.7 kw and operate trans. by remote control from 231 18th St. Announced Aug. 21.

KWIL-FM Albany, Ore.—Granted request to cancel license and delete call letters. Announced Aug. 21.

WPIC-FM Sharon, Pa.—Granted mod. of SCA for multiplex basis. Announced Aug. 21.

CALL LETTERS ASSIGNED

KMLA (FM) Los Angeles, Calif.—Musicast Inc., 100.3 mc, 58.5 kw.

WCKR-FM Miami, Fla.—Biscayne Television Corp., 97.3 mc, 15 kw. Changed from WIOD-FM.

APPLICATION

WKBR-FM Manchester, N. H.—Seeks cp to make changes in licensed station; change ERP to 3.6 kw; change ant. height above average terrain to 935 ft.; change frequency to 95.7 mc, ch. 239; change trans. location to Summit Mt., Uncanoonuc, Goffstown, N. H.; permit remote control operation from 155 Front St., Manchester, N. H., and change ant. system. Filed Aug. 22.

Ownership Changes . . .

ACTIONS BY FCC

WNHC-AM-FM-TV New Haven, Conn.—FCC, by order, dismissed July 23 protest and petition for reconsideration by Southern Connecticut and Long Island Television Co., and Bridgeport Bcstg. Co., directed against FCC's action of June 20, granting without hearing application to transfer control of WNHC-AM-FM-TV from Aldo De Dominicis, et al, to Triangle Publications Inc. Announced Aug. 16.

WNHC-AM-FM-TV New Haven, Conn.—Granted assignment of license to Triangle Publications Inc. Corporate change. Announced Aug. 21.

WMMB Melbourne, Fla.—Granted involuntary transfer of control of licensee corporation to **Erna Bessler,** wife of **Louis G. Bessler,** deceased. Mr. and Mrs. Bessler held 64% of stock, jointly with right of survivorship. Mrs. Bessler succeeds automatically to Mr. Bessler's interest. Announced Aug. 21.

WMOO Milford, Mass.—Granted assignment of cp to Milford Bcstg. Corp. Corporate change. Announced Aug. 21.

WNAW North Adams, Mass.—Granted assignment of cp from **Cecil F. Clifton** to Berkshire Bcstg. Co. Corporate change. FCC previously granted assignment of WNAW license to Berkshire. Cp was granted to **Cecil F. Clifton** to move station to Great Barrington, Mass., and this grant is for assignment of that cp. Announced Aug. 21.

WALY Herkimer, N. Y.—Granted assignment of cp to WALY Inc. **Louis Adelman** (20%) is acquiring 20% from 40% owner **Norman E. Jorgensen** and 20% from 40% owner **Seymour Krieger.** Consideration is directed toward cost of building station. Mr. Adelman will contribute $8,750, other two owners $4,375 each. Announced Aug. 21.

WMPN Smithfield, N. C.—Granted assignment of license to Smithfield Bcstg. Co. **J. Fred Horton** (50%) is selling his interest to other 50% owner **John S. Townsend.** Consideration: $13,000. Announced Aug. 21.

WNNJ Newton, N. J.—Granted involuntary assignment of license to Sussex County Broadcasters. Grant is to delete **Elizabeth Fairclough,** deceased, as joint tennant of 33.3% interest with her husband **William Fairclough.** Announced Aug. 21.

WHTN-AM-FM-TV Huntington, W. Va.—FCC denied July 19 petition by National Assn. of Broadcast Employees and Technicians for temporary stay of Commission's June 20 grant, without hearing, for assignment of licenses and cp of WHTN-AM-FM-TV from Greater Huntington Radio Corp. to Cowles Bcstg. Co. Announced Aug. 17.

APPLICATIONS

KWIP Merced, Calif.—Seeks assignment of license to KJOY Inc. Corporate change, no change in control. Filed Aug. 21.

KWG Stockton, Calif.—Seeks assignment of license to Western Bcstg. Co., for $85,000. Principals are equal owners **Douglas D. Kahle,** owner of **KWIN Ashland, Ore.,** and businessman **Robert J. Ramsey.** Filed Aug. 16.

WMEN Tallahassee, Fla.—Seeks transfer of control of licensee corporation from **W. H. Martin, Annie Lou Martin** and **Mary Ella Martin** to **B. F. J. Timm** for $13,000. Mr. Timm owns 50% of **WOOO DeLand, Fla.** Filed Aug. 20.

WTVT (TV) Tampa, Fla.—Seeks assignment of permittee corporation from Tampa Television Co. to WKY Radiophone Co. Corporate change. Filed Aug. 20.

WIOU Kokomo, Ind.—Seeks assignment of license to Booth Radio & Tv Stations Inc. for $180,000. Principals are **John L. Booth** and family. Booth interests include **WJLB-WBRI (FM) Detroit; WBBC Flint, WSGW Saginaw, WIBM Jackson,** all **Mich.,** and **WJVA South Bend, Ind.** Mr. Booth has dismissed his application seeking new am in Lansing, Mich. Filed Aug. 16.

KFBI Wichita, Kan.—Seeks transfer of control of licensee corporation from **Roy F. Bailey, Virginia S. Harris,** executrix of estate of **Sidney F. Harris,** and **John P. Harris, R. J. Laubengayer** and **Peter Macdonald,** as individuals, to **E. Hale Bondurant.** Transfer involves about 38%. Consideration is about $54,000. Principal owners will be **E. Hale Boundurant** (42.87%), **C. Howard Lane** (26.26%), and trustees under will of **Horace L. Lohnes** (23.75%). Filed Aug. 17.

WDBC Escanaba, Mich.—Seeks relinquishment of control by **Frank J. Lindenthal** through gift of his 53.7 interest with exception of two shares, to his brother, **George D. Lindenthal,** who owns 45.5% of station. Filed Aug. 17.

WDOB Canton, Miss.—Seeks transfer of control of licensee corporation from **J. Dige Bishop, James T. Ownbey** and **Ann Davis,** all of present stockholders, to **W. E. Farrar, Hugh Hughes, R. E. Hook** and **Lucille Hook** for $26,000, less $5,000 liabilities. Principals have held interest in **WRUS Russellville, Ky., WRAG Carrollton, Ala.,** and **WMAG Forest, Miss.** Filed Aug. 16.

WDAM-TV Hattiesburg, Miss.—Seeks acquisition of control of permittee corporation by WDSU Bcstg. Corp. Equal owners **D. A. Matison Jr., Harold Matison, Milton J. Fine** and **Alvin H. Fine** are selling 51% for $51,000. WDSU Bcstg. Corp. is licensee of **WDSU-AM-FM-TV New Orleans, La.,** and **WAFB-AM-FM-TV Baton Rouge, La.** Filed Aug. 21.

KLCB Libby, Mont.—Seeks involuntary transfer of control of licensee corporation from **Mary Elizabeth** and **Oliver G. Coburn,** as family group, to Oliver G. Coburn, administrator of estate of Mary Elizabeth Corburn, deceased. Filed Aug. 16.

WBUD Trenton, N. J.—Seeks assignment of

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license to WBUD Inc. Corporate change. Filed Aug. 21.

WONY Owego, N. Y.—Seeks assignment of cp to Erdman Bcstg. Co. for $1,692. Principals are equal partners **Ellis E. Erdman**, vice pres.-8% owner of **WTKO Ithaca, N. Y.**; **Robert R. Davidson**, employe of Atlantic Refining Co.; **Lyman D. Gridley**, automobile sales company employe, and **Nathan I. Schoonover**, jewelry interests. Filed Aug. 20.

KBBC Centerville, Utah—Seeks assignment of cp to Bountiful Bcstg. Co. **George D. Daley** and **Richard S. Prows** are dissolving their partnership. Mr. Prows is buying Mr. Daley's interest for $1,100. Principal owners of new corporation will be **Richard S. Prows** (33⅓), **J. Golden Barton** (33⅓), and **Adam M. Duncan** (33⅓). Filed Aug. 20.

KTKN Ketchikan, Alaska—Seeks assignment of license to **Robert C. Mehan** for $40,000. Mr. Mehan is station manager of KTKN and is former 20% owner of **KCID Caldwell, Idaho**. Filed Aug. 20.

Hearing Cases . . .

INITIAL DECISION

WLON Lincolnton, N. C.—Hearing Examiner Annie Neal Huntting issued Initial Decision looking toward grant of application of WLON to increase power on 1050 kc from 500 w to 1 kw D. Announced Aug. 22.

Routine Roundup . . .

August 16 Decisions

ACTIONS ON MOTIONS

By Commissioner Richard A. Mack

Broadcast Bureau—Granted petition for extension of time to and including Aug. 22 to file response to petition to enlarge issues re am applications of **WTAO Cambridge, Mass., WGSM Deer Park, L. I., N. Y.**, and **Winslow Turner Porter**, Bath, Me. Action Aug. 14.

Broadcast Bureau—Granted petition for extension of time to and including Aug. 16 to file response to petition for enlargement of issues filed by J. E. Willis, Lafayette, Ind., in re am applications of J. E. Willis and Crawfordsville Broadcasters Inc., Crawfordsville, Ind. Action Aug. 14.

Stephenville Bcstg. Co, Tahlequah, Okla.—Granted petition for leave to withdraw appeal from hearing conference order which it filed on July 13, in proceeding re its am application and that of Osage Bcstg. Co., Bartlesville, Okla., and appeal is dismissed. Action Aug. 14.

Regional Bcstg. Co., East Hartford, Conn.—Granted petition for extension of time to and including Sept. 10 to file exceptions to Initial Decision in proceeding re its am application and those of Manchester Bcstg. Co., Manchester, Conn., and Brothers Bcstg. Corp., Hartford, Conn. Action Aug. 14.

By Hearing Examiner Herbert Sharfman

Arlington, Tex.—Issued memorandum of action taken on notice of taking of depositions filed by Radio Center Inc., Arlington, at further hearing on July 31, when rulings were made upon depositions as there offered. These rulings appear in transcript of further hearing and serve to dispose of petitions filed June 25 by Grand Pairie Bcstg. Co. and on June 26 by Grand Prairie Bcstg. Co., both Grand Prairie, Tex., for order prohibiting taking of depositions of certain witnesses named in Radio Center notice. Action Aug. 10.

By Hearing Examiner Basil P. Cooper

Bremen, Ga.—Upon request by Carroll Bcstg. Co., ordered that record be corrected in various respects re am application of **WWCS Bremen**. Action Aug. 9.

By Hearing Examiner H. Gifford Irion

Broadcast Bureau—Granted petition for extension of time to file proposed findings of fact and conclusions re application of **WSLA Selma, Ala.**, for mod. of cp; final date for such filing is extended from Aug. 10 to Aug. 27., and final date for filing reply findings is extended from Sept. 17 to Sept. 24. Action Aug. 9.

August 16 Applications

Accepted for Filing

Remote Control

KELD El Dorado, Ark.; WGST Atlanta, Ga.

Mod. of Cp Amended

WTUC Union City, Tenn.—Application seeking mod. of cp (which authorized new am) amended to change applicant name to Joe H. Harpole and William H. Parks d/b as Obion County Bcstg. Co.

August 17 Applications

Accepted for Filing

Renewal of Licenses

KCLS Flagstaff, Ariz.; KRUX Glendale, Ariz.; KCNA Tucson, Ariz.; KWBR Oakland, Calif.; KBLI Blackfoot, Idaho; KWIK Pocatello, Idaho; KNAK Salt Lake City, Utah: KHBL (FM) Plainview, Tex.; WBKY (FM) Lexington, Ky.

License to Cover Cp Returned

KRDG Redding, Calif.—Application seeking license to cover cp, which authorized new am, returned. (Incorrect name.)

Mod. of Cp Returned

WIUS (FM) Virgin Islands—Application seeking mod. of cp for extension of completion date returned. (Unnecessary.)

August 20 Applications

Accepted for Filing

Modification of Cp

KAMD Camden, Ark.—Seeks mod. of cp (which authorized change in frequency; increase in power; installation of DA-N; change ant.-trans. location, and operate trans. by remote control while employing NON-DA) for extension of completion date.

KGEN Madera, Calif.—Seeks mod. of cp (which authorized new am) for extension of completion date.

WARK Hagerstown, Md.—Seeks mod. of cp (which authorized installation of new ant. and increase in height) for extension of completion date.

KMAU Wailuku, Hawaii—Seeks mod. of cp (which authorized new tv) for extension of completion date to March 19, 1957.

License to Cover Cp

KELE (FM) Phoenix, Ariz.—Seeks license to cover cp which authorized new fm.

Renewal of License

WLSU (FM) Baton Rouge, La.

August 21 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of August 17

Following were granted extensions of completion dates as shown: **KONK Shelton, Wash.**, to 12-4-56; **WTUC Union City, Tenn.**, to 9-30-56; **KTKT Tucson, Ariz.**, to 5-7-57.

Following were granted extensions of completion dates as shown: **WBOP Pensacola, Fla.**, to 11-30-56; **KADM Othello, Wash.**, to 12-12-56, conditioned that program tests will not be authorized until **KSEM Moses Lake, Wash.** commences program tests on 1470 kc and license will not be issued until KSEM is licensed on 1470 kc; **WJJL Niagara Falls, N. Y.**, to 10-31-56; **WMYN Mayodan, N. C.**, to 3-1-57.

Actions of August 15

WFLA-TV Tampa, Fla.—Granted license for tv station (ch. 8).

WHA-TV Madison, Wis.—Granted license for noncommercial educational tv station; ERP visual 10.7 kw, aural 6.45 kw (ch. *21).

WGR-TV Buffalo, N. Y.—Granted license for tv station (ch. 2).

KEYD-TV Minneapolis, Minn.—Granted license for tv station (ch. 9).

Following were granted extensions of completion dates as shown: **WBFM (FM) New York, N. Y.**, to 10-14-56; **WCDA (TV) Albany, N. Y.**, to 2-15-57; **WATV (TV) Newark, N. J.**, to 12-17-56.

Actions of August 14

KELD El Dorado, Ark.—Granted authority to operate trans. by remote control from 208 N. Washington St.

WGST Atlanta, Ga.—Granted authority to operate alternate main trans. by remote control from 165 8th St., N. W.

Following were granted extensions of completion dates as shown: **WTWV (TV) Tupelo, Miss.**, to 2-1-57; **WLWA (TV) Atlanta, Ga.**, to 3-10-57; **WAIM-TV Anderson, S. C.**, to 2-14-57; **KRIS-TV Corpus Christi, Tex.**, to 10-1-56; **KBMT (TV) Beaumont, Tex.**, to 10-16-56; **KMOS Tyler, Tex.**, to 12-1-56, condition; **WBLK Clarksburg, W. Va.**, to 3-1-57; **WKBI St. Marys, Pa.**, to 9-30-56, condition; **KSHO-TV Las Vegas, Nev.**, to 11-1-56.

Actions of August 13

WYOU Newport News, Va.—Granted authority to operate trans. by remote control from 114 24th St.

WTKO Ithaca, N. Y.—Granted license for am station.

KYNG Coos Bay, Ore.—Granted extension of completion date to 1-1-57.

August 21 Applications

Accepted for Filing

License to Cover Cp

KOWL Bijou. Calif.—Seeks license to cover cp which authorized new am.

August 22 Decisions

ACTIONS ON MOTIONS

By the Commission

Amendment of Part 3—On request by National Assn. of Radio and Television Broadcasters, filed Aug. 20, Commission on Aug. 21 extended from Aug. 22 to Oct. 21 time for filing reply comments to proposal to amend Part 3 of rules relating to remote control operation of certain am, fm and noncommercial, educational fm stations.

By Acting Chief Hearing Examiner Jay A. Kyle

Booth Radio and Television Stations Inc., Lansing, Mich.; Knorr Bcstg. Corp., Lansing, Mich.—Granted petition of Booth Radio for dismissal without prejudice of its am application, and retained in hearing status Knorr am application. Action Aug. 20.

By Hearing Examiner Jay A. Kyle

Bill Mathis, Abilene, Tex.—Granted petition for leave to amend his am application to request 910 kc in lieu of 1280 kc; proposed amendment is accepted and application is returned to processing line. Action Aug. 21.

August 22 Applications

Accepted for Filing

Renewal of Licenses

KRE Berkeley, Calif.; KNGS Hanford, Calif.; KEEN San Jose, Calif.

Renewal of License Returned

KVTT (FM) Dallas, Tex. (Improperly signed.)

License to Cover Cp

KCMS (FM) Manitou Springs, Colo.—Seeks license to cover cp which authorized changes in licensed station.

Modification of Cp

KLFY-TV Lafayette, La.—Seeks mod. of cp (which authorized new tv) for extension of completion date to March 24, 1957.

KRCG (TV) Jefferson City, Mo.—Seeks mod. of cp (which authorized new tv) for extension of completion date to March 15, 1957.

KSWS-TV Roswell, N. M.—Seeks mod. of cp (which authorized changes in facilities of existing tv) for extension of completion date to Jan. 8, 1957.

WAKR-TV Akron, Ohio—Seeks mod. of cp (which authorized new tv) for extension of completion date to March 15, 1957.

KRMA-TV Denver, Colo.—Seeks mod. of cp (which authorized new noncommercial, educational tv) for extension of completion date to March 16, 1957.

BROADCASTING • TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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Pensions and Patsies

FOR NEARLY a decade baseball's prime pessimists have wailed that television is ruining the gate and undermining the future of the game.

The wailers were curiously quiet when a new players' pension plan was announced last Monday in Cincinnati.

Commencing April 1, 1957, pensions will provide benefits up to $275 monthly for ex-major leaguers upon reaching the age of 50. This compares with the current plan providing just $100 monthly as a maximum. Many other disability and insurance benefits are in the new arrangements.

How can organized baseball afford this new plan? The players and club owners each make a small contribution. But, $1.9 million annually—or 60% of the $2.5 million needed each year to finance the plan—comes from the radio and television rights to the World Series and All-Star Game.

Those radio-tv rights are sewed up for five years to a total tune of $16.25 million. We won't try to detail the other millions fed annually to organized baseball for radio-tv rights to regular and preseason games. We won't even suggest that club owners examine their own product or malfunctioning business administration before crying the broadcast blues.

We simply point out that the medium which is too often criticized for shaking the foundations of baseball is, indeed, making a solid contribution to the very foundation itself.

It's the patsy that's paying the pension.

Conventions Are Obsolete

AFTER sitting in on two political conventions during the last fortnight, we are drawn to the inescapable conclusion that they no longer fit the pattern that electronic journalism has fashioned. Gavel to gavel coverage is passé.

Both conventions were geared to radio and television audiences and not to the few thousand delegates, newsmen, lobbyists, vendors and that curiosity-seeking smattering of the public occupying portions of the galleries. The conventions constituted the greatest free time grab in history. The Democratic convention in Chicago, which had a few dramatic hours, ran five days. The job could have been done in two, as far as prudent broadcast coverage is concerned. The Republican convention in San Francisco last week ran four days. It was a dull, prefabricated, taken-for-granted political rally. The essentials could have been handled in one working day, with time to spare.

Prior to radio, political conventions were needed to stimulate candidates and workers, and to entice dollars for the expenses of old-fashioned campaigning. Came radio and the pace changed swiftly because the candidates got new exposure to millions, instantaneously, and not just to the few thousand faces in the meeting hall.

With television, an entirely new era in political campaigning dawned. Pancake makeup and blue shirts became standard props for the politicos. Conventions were geared to the "unseen audience" which now sees and hears all.

But it's evident that the public doesn't like all it sees and hears. The rating on both conventions prove this. Important keynote addresses, yes. Balloting on nominations, yes. But the sameness of artificially stimulated demonstrations and dull-as-dishwater speeches drive audience away. Other forms of leisure endeavor, including non-network stations, get the audience.

Analysis of the schedules of the two conventions proves that the political parties aim primarily at prime Class A time grabs. This means pre-emptions of commercial programs only partially offset by one-shot sponsorship revenue, and this doesn't include dislocations of local and national spot programming, resulting in heavy revenue losses to stations.

Moreover, the fact that the conventions were held at widely separated cities only two days apart meant duplicating the extensive network installations at inordinately high cost. It is remarkable that the neworks were able to accomplish this feat in logistics without serious breakdown.

Chicago, after a couple of desultory days, did develop excitement and interest, but the San Francisco session was so devoid of news that newsmen found themselves interviewing one another to fill in time. The complaint from the newspaper galleries was that everything was programmed for television and radio. They were exactly right. Practically every important speaker had something to say to the "unseen audience" but not much commendable to say about the media *per se*.

Drawn for BROADCASTING • TELECASTING by Sid Hix

It will be four years before the next conventions. It is evident that the networks should not wait until they are told the what, where and when. They have the record of 1952 and the demonstrably bad showing of 1956. They should inform the political parties that it is their best judgment that broadcast coverage should not run longer than two days at the outside; that there will be no gavel to gavel coverage and that only the newsworthy events will be handled. And in the interests of efficiency, economy and common sense, both conventions should be held back to back, in the same city.

Pepsi Pleased

ANY surviving doubters of radio's ability to move goods for its advertisers will need a lot of ingenuity to explain away what radio did for Pepsi-Cola in tests completed a fortnight ago in San Diego, Calif., and Muncie, Ind. As detailed in this journal last week, radio uncapped a whopping lot of Pepsis out there.

The results of the two tests were, in truth, little short of phenomenal, even for radio. Pepsi-Cola and its agency, Kenyon & Eckhardt, recorded the voices of townspeople saying "Pepsi, please," then played the recordings on the air and offered prizes to all who could identify their own sounds. There were 36 commercials a day in San Diego and 23 a day in Muncie, and when they did the voice playbacks there were 10 different voices saying "Pepsi, please" in each one-minute spot, giving the campaign a multiple saturation effect.

The campaign set the two cities agog in many ways, but most importantly it set them buying Pepsi-Cola. For competitive reasons, the company is chary with sales figures, but it did point out that its fountain business in Muncie in a single week in July, while the test was on, jumped 300% ahead of sales for the entire month of July 1955. And bottle sales were "heavily increased."

These results become doubly significant for radio when the costs are counted. In both cities, Pepsi also used newspaper advertising. But when the cost-per-inquiry was figured up, the cost via newspapers came to $33.33—as against four cents in radio. Even if you agree that in San Diego the newspaper was hamstrung a bit by the timing of the radio call periods, that's still quite a clobbering that radio handed its old rival.

Pepsi-Cola and K&E are naturally delighted, and now—understandably—they're getting ready to spread the campaign nationwide. They've shown again what radio can do when used with enterprise and imagination. Other advertisers would be smart to heed the lesson.

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